

**Subject : Elective-V : Relationship Marketing (Marketing Management)**

Day : Thursday  
Date : 09/06/2016



Time : 02.00 PM TO 05.00 PM  
Max Marks : 70 Total Pages : 1

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**N.B.:**

- 1) Attempt any **FOUR** questions from Section-I and any **TWO** questions from Section-II.
  - 2) Both the sections should be written in the **SAME** answer book.
  - 3) Figures to the **RIGHT** indicate full marks.
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**SECTION-I**

- Q.1** Discuss the role of IT in CRM. (10)
- Q.2** Discuss the need and importance of maintaining good customer relations for an organization. (10)
- Q.3** Explain levels of customer bonding. (10)
- Q.4** Explain what is ECRM and its importance. (10)
- Q.5** Explain in detail what is shape of customer profile. (10)
- Q.6** Write short notes on any **TWO** of the following: (10)
- a) Mass customization
  - b) Customer profile
  - c) B<sub>2</sub>B marketing.

**SECTION-II**

- Q.7** As a manager of a retail food outlet who plans to increase role of to food product, discuss how you will go about the same without hunting customers sensitivity. (15)
- Q.8** Design a CRM programme for a high end jewellery store. (15)
- Q.9** You are a Relationship Manager of a leading consumer durable goods company. Discuss how will you go about developing a mass customization strategy. (15)

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