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

Day : Wednesday
Date : 14/12/2016

S.D.E. |||||||||||||||||||||||
33335

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

N. B. :
1) Attempt **ANY THREE** questions from Section – **I** and attempt **ANY TWO** questions from Section – **II**.
2) Answers to both the sections should be written in the **SAME** answer book.
3) Figures to the right indicate **FULL** marks.

SECTION - I

Q. 1   Discuss what do you understand by the term shape of customer profile.   **(14)**

Q. 2   Discuss the need and importance of use of IT in preparing a successful CRM programme.   **(14)**

Q. 3   'Segmentation plays an important role in developing a good CRM programme'. Discuss.   **(14)**

Q. 4   'In a relationship programme it's essential to select the right customer and reject some customers also'. Discuss.   **(14)**

Q. 5   Write short notes on **ANY TWO** of the following: **(14)**
   a) Selection of Mass Media
   b) eCRM and its growth
   c) Mass consumption plan

SECTION - II

Q. 6   Design a CRM programme for a retail multi brand, multi location store.   **(14)**

Q. 7   "As a consultant of the retail industry throw light on the importance of developing good customer relationship".   **(14)**

Q. 8   As a Marketing Manager of a retail company you notice that your company does not have a CRM programme. You are assigned the task of creating a CRM programme. Discuss how will go about collecting data from customers.   **(14)**

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