

**S.D.E.**  
**M.B.A. Sem-IV (2013 Course) : SUMMER - 2019**  
**SUBJECT : ELECTIVE – V : RELATIONSHIP MARKETING**  
**(MARKETING MANAGEMENT)**

Day : Monday  
Date : 20/05/2019

**S-2019-5057**

Time ; 02.00 PM TO 05.00 PM  
Max. Marks : 70

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**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.
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**SECTION - I**

- Q. 1** Discuss to need and importance of segmentation for a good CRM programme. (14)
- Q. 2** Discuss various levels of customer bonding. (14)
- Q. 3** Explain the need and importance for customer selection and customer rejection while designing a CRM programme. (14)
- Q. 4** Discuss the importance of developing a good bonding with a customer. (14)
- Q. 5** Write short notes on **ANY TWO** of the following: (14)
- a) Sensitivity of Price
  - b) Customer Satisfaction
  - c) Customer V/S B2B CRM

**SECTION - II**

- Q. 6** ‘The internet has made CRM activities very easy’. Discuss. (14)
- Q. 7** You have been assigned the job of collecting data from your customers for a CRM programme. Explain how will you go about doing this job. (14)
- Q. 8** Design a CRM programme for a ticket and hotel booking website (like redbus, makemytrip.com) (14)

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