

S.D.E.

M.B.A. SEM-IV (2013 COURSE) : SUMMER - 2018

SUBJECT: Elective-V: RELATIONSHIP MARKETING
(MARKETING MANAGEMENT)

Day: **Thursday**
Date: **21/06/2018**

S-2018-4420

Time: **02.00 PM TO 05.00 PM**
Max Marks: 70

N.B:

- 1) Attempt any **FOUR** questions from Section-I and attempt any **TWO** questions from Section-II.
- 2) Answers to both the sections should be written in **SEPARATE** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION-I

- Q.1** Explain the term e CRM and how e CRM has helped in growth of CRM. (10)
- Q.2** Discuss the need and significance for a good bond between a company and customer. (10)
- Q.3** Explain various levels of customer bonding. (10)
- Q.4** Discuss steps in customer selection and customer rejection. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) B2B market Places
 - b) Shape of Customer Profile
 - c) Mass Marketing

SECTION-II

- Q.6** Explain giving examples how a relationship – oriented firm transforms a prospective buyer to that of a satisfactory customer. (15)
- Q.7** Explain with the help of an example the significance of IT in building, maintaining and enhancing relationship with domestic air travelers. (15)
- Q.8** Develop a profile of a potential customer for international tourism. (15)

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