

S.D.E.

M.B.A. Sem-IV (2013 Course) : WINTER - 2018
SUBJECT: Elective-V: RELATIONSHIP MARKETING
(MARKETING MANAGEMENT)

Day: Tuesday
Date: 11/12/2018

W-2018-4589

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.
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SECTION-I

- Q.1** Explain the need & significance for a good bond between a company and a customer. (10)
- Q.2** Explain with examples the importance of consumer satisfaction based on healthy relationship and interaction as the fountain head of marketing. (10)
- Q.3** What is mass marketing mass, consumption and mass customization? (10)
- Q.4** Explain the significance of long- term and mutually beneficial relationship. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Mass Customization Plan
 - b) E- CRM
 - c) Levels of Customer Bonding

SECTION-II

- Q.6** Develop a customer profile of the collegians regularly visiting your retail shop for purchasing of ready- made garments. (15)
- Q.7** Write a note explaining customer V/S business relationship and customizing for masses. (15)
- Q.8** Describe then plan you would make to satisfy the customers that visit your four- wheeler showroom. (15)

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