

**S.D.E.**

**M.B.A. SEM-IV (2013 COURSE) : WINTER - 2017**  
**SUBJECT: Elective-V: RELATIONSHIP MARKETING**  
**(MARKETING MANAGEMENT)**

Day: **Wednesday**  
Date: **27/12/2017**

**W-2017-4229**

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

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**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** Discuss the importance of customer bonding and category of customer bonding. (10)
- Q.2** Explain then need and significance of customer satisfaction in the present world. (10)
- Q.3** 'IT has made use of CRM very easy and has been a revolution in customer relationship. Discuss. (10)
- Q.4** Discuss preconditions for mass customization. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Importance of segmentation
  - b) Communication appeals in mass media
  - c) B2B marketing places

**SECTION-II**

- Q.6** Explain the significance of IT in building, maintaining and enhancing relationship with customer's giving example. (15)
- Q.7** Design the customer services satisfaction strategies for travel and tour firm customers. (15)
- Q.8** Develop a profile of potential customers for: body sprays. (15)

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