

S.D.E.

MB.A.SEM-V : (2010 COURSE) (3 YEAR COURSE): WINTER - 2017
SUBJECT: ELECTIVE -V: RELATIONSHIP MARKETING (marketing management)

Day: Wednesday
Date: 13/12/2017

W-2017-4297

Time: 10.00 A.M. TO 01.00 P.M.
Max. Marks: 70

N.B.:

- 1) Attempt any **FOUR** questions from Section-I
 - 2) Attempt any **TWO** questions from Section-II
 - 3) Answer to both the **SECTION** should be written in **SEPARATE** answer books.
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SECTION-I

- Q.1** Define and distinguish between 'Transactional Marketing' and 'Relationship Marketing' by citing examples. [10]
- Q.2** What do you mean by 'Customer Bonding'? Explain its significance in the world of Global business, with suitable examples. [10]
- Q.3** "E-CRM is the essence of modern marketing". Justify by citing examples. [10]
- Q.4** Explain various approaches under the study of 'Customer Retention' by citing illustrations. [10]
- Q.5** Write short notes on Any **TWO** of the following: [10]
- a) Brand Loyalty
 - b) 'CRM' planning process
 - c) Customer satisfaction process

SECTION-II

- Q.6** Develop Customer Delight Strategies for [15]
- i) RTO
 - ii) Indian Railway
- Q.7** Frame an effective 'Sales Force Automation Plan' for a co-operative Bank located in your city. [15]
- Q.8** Outline the significance of "Data Base Marketing" for an FMCG company of your choice. [15]

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