



Subjt Code: R16MBA312M1

MBA - III Semester Regular and Supplementary Examinations, Nov-2018.

CUSTOMER RELATIONSHIP MANAGEMENT AND CONSUMER BEHAVIOR

Time: 3 hours

Max Marks: 60

Question Paper Consists of Part-A and Part-B.

Answering the question in **Part-A** is Compulsory & Four Questions should be answered from Part-B

All questions carry equal marks of 12.

PART-A (CASE STUDY)

1 X 12 = 12

1. The marketer has to learn about the needs and changing of the consumer behavior and practice the Marketing Concept. Levi Strauss & Co. were selling jeans to a mass market and did not bother about segmenting the market till their sales went down. The study into consumer behaviour showed their greatest market of the baby boomers had outgrown and their NEEDs had changed. They therefore came out with Khaki or Dockers to different segments and comfortable action stocks for the consumers in the 50 age group. Thus by separating the market and targeting various groups and fulfilling their needs, they not only made up for the lost sales but far exceeded the previous sales. They also targeted the women consumers for jeans and both men and women started wearing jeans in greater numbers. The offering given by the company must be enlarged to suit various segments. For example MarutiUdyog Ltd has come out with many models. Maruti 800, Maruti Van, Zen, Alto, Veagon R, Versa Gypsy, Esteem, Boleno and other models.

For successful marketing one should:

1. Find consumer needs of various segments.
2. Position Products (new & existing) to these segments.
3. Develop strategies for these segments. Practice greater seltivity in advertising and personal selling and creating more seltive media and distribution outlets.

PART-B

4X 12 = 48

2. (a) **Explain** evolution of customer relationship management?
3. (a) What is **meant by Consumer** Behaviour in relationship persptive?
(b) Give an overview of consumer perception?
4. (a) Briefly explain about CRM process and strategies for customer acquisition and retentions?
5. (a) What is meant by Consumer Behaviour? Explain the need for studying Consumer Behaviour
(b) What is Market Segmentation? Explain the relationship between Demographic Characteristics and Market Segmentation
6. (a) What is Culture? Explain Cross Cultural understanding of Consumer Behaviour?
(b) What is Social Stratification? Explain the role of Social Class on Segmenting Markets?
7. Write about consumer motivation and perception of consumer in marketing?

