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Register Number :

7034

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.**(BUSINESS APPLICATIONS)****(SECOND YEAR)****(PAPER XVI)****261 — DATABASE MARKETING**

Time : Three hours

Maximum : 75 marks

SECTION A**Answer any FIVE questions.****(5 × 3 = 15)****All questions carry equal marks.**

1. What is meant by Home Shopping?
2. Explain B2B store fronts.
3. List down the types of information management system.
4. How useful are satisfied tests in cluster analysis?
5. What is meant by the analytical component (ACRM)?
6. What is cyber media?
7. Define electronic mail surveys.
8. What is meant by choice based segmentation.

SECTION B**Answer any THREE questions.****(3 × 10 = 30)****All questions carry equal marks.**

9. Describe the importance of database marketing.
10. Explain the functions and data services of B2B database.

11. Describe how to interpret the final cluster centres for all the variables in the data.
12. Generally, what are the kinds of variables in marketing that can same as dependent variables for regression analysis.
13. Examine the application of survey method in different fields.

SECTION C**Answer any ONE question.****(1 × 15 = 15)**

14. Briefly explain MIS.
15. Bring out the uses of decision trees with examples.
16. Discuss the characteristics of interview method.

SECTION D**(Compulsory)****(1 × 15 = 15)**

17. Briefly explain :
 - (a) Discriminant analysis.
 - (b) Multichannel customer management.
 - (c) Querying marketing database.