

Code No. 9073

FACULTY OF MANAGEMENT**M.B.A. IV-Semester Examination, May / June 2013****Subject : Service and Global Marketing****Course No. 4.6.2 (Marketing)****Elective - V (Minor - I Area)****Time : 3 Hours****Max. Marks: 80****Note: Answer all questions.****PART – A (10x2=20 Marks)**

1. Write short notes on the following:

- (a) Segmentation
- (b) Seven Ps
- (c) Perception
- (d) Service expectations
- (e) Target Marketing of services
- (f) Reliability of services
- (g) Domestic marketing
- (h) Global cultural environment
- (i) Global markets
- (j) Global brands

PART – B (5x12=60 Marks)

2.(a) What is segmentation? Briefly explain segmentation process for services.

OR

(b) How would you locate a company's service in the goods and services continuum?

3.(a) Explain about service marketing mix.

OR

(b) Explain any one method of measuring service quality.

4.(a) Discuss the role of CRM in services marketing.

OR

(b) Explain relationship marketing and interactive marketing.

5.(a) What is meant by product? Explain New product development process in the context of Global marketing.

OR

(b) Write briefly the environmental factors of global marketing.

6.(a) What key aspects are to be considered in designing a global product ?

OR

(b) Distinguish between International Brands and commodities.

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FACULTY OF MANAGEMENT
M.B.A. IV-Semester Examination, May / June 2013

Subject : Customer Relationship Management
Course No. 4.6.3. (Marketing)
Elective - VI (Minor - II Area)

Time : 3 Hours

Max. Marks: 80

Note: Answer all questions.**PART – A (10x2=20 Marks)**

1. Write short notes on the following:

- (a) Customer centricity
- (b) Customer acquisition
- (c) Customer strategy grid
- (d) Cross selling
- (e) CRM value chain
- (f) Call centres
- (g) E-CRM
- (h) Relationship marketing
- (i) Sales force automation
- (j) Types of CRM

PART – B (5x12=60 Marks)

2.(a) Critically evaluate various factors responsible for CRM growth.

OR

(b) Discuss in detail various types in CRM.

3.(a) How do you measure customer satisfaction?

OR

(b) How World Wide Web is supporting customer relations?

4.(a) What elements a CRM plan must include?

OR

(b) How do you develop a CRM strategy for a private sector bank?

5.(a) What is the role of CRM in mass markets?

OR

(b) Do you think that CRM is necessary in manufacturing sector?

6.(a) What are the challenges do you identify in CRM implementation?

OR

(b) How do you design a CRM road map?
