

Code No. 5076

FACULTY OF MANAGEMENT
M.B.A. IV - Semester Examination, April / May 2014

Subject : Services 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 (10 x 2 = 20 Marks)

1 Write short notes on the following:

- (a) Customer expectations
- (b) Positioning of services
- (c) SERVQUAL
- (d) Retention strategies
- (e) Physical evidence
- (f) 4Is
- (g) Global economic environment
- (h) Global marketing
- (i) Product objectives
- (j) Domestic marketing

PART – B (5 x 12 = 60 Marks)

2 (a) What is meant by segmentation? How to build the customer relationship through segmentation?

OR

(b) Discuss 4Is of services and their implications for services marketing.

3 (a) Briefly explain service marketing mix.

OR

(b) Explain Quality management in the context of services.

4 (a) Describe the strategies to deal with intangibility.

OR

(b) Explain service marketing triangle.

5 (a) Write a short note on :

- (i) Global Industrial market
- (ii) Global customer needs

OR

(b) Write a brief notes on technological and cultural environment in the context of global marketing.

6 (a) Briefly explain about International brands and products.

OR

(b) Explain new product development process in the context of global marketing.

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FACULTY OF MANAGEMENT
M.B.A. IV - Semester Examination, April / May 2014

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 (10 x 2 = 20 Marks)

- 1 Write short notes on the following:
- (a) Customer profitability
 - (b) One to one marketing
 - (c) Cost benefit analysis
 - (d) Cross selling
 - (e) CRM value chain
 - (f) Call centres
 - (g) E-CRM
 - (h) Relationship marketing
 - (i) Sales force automation
 - (j) CRM road map

PART – B (5 x 12 = 60 Marks)

- 2 (a) Explain the features and trends in CRM in India.
OR
(b) Discuss in detail the framework for CRM.
- 3 (a) Explain the customer lifetime value with suitable examples.
OR
(b) Critically evaluate the role of enterprise marketing in CRM.
- 4 (a) How do you develop a CRM strategy for a mobile operator?
OR
(b) Vividly explain the customer strategy grid.
- 5 (a) "CRM is key for success of services sector" Justify.
OR
(b) What are the challenges in the practice of CRM?
- 6 (a) What is the role of technology in ensuring success of CRM?
OR
(b) Discuss various CRM metrics.
