

FACULTY OF MANAGEMENT
M.B.A. IV-Semester Examination, May / June 2016

Subject: Services and Global Marketing

Course No : 4.6.2 (M)
Elective – Marketing

Time : 3 Hours

Max. Marks: 80

Part – A (10x2=20 Marks)

- 1 Write short notes on the following.
- (a) Scope of services marketing
 - (b) Classification of industrial services
 - (c) Perceptions of service marketing
 - (d) Promotion mix
 - (e) Quality dimensions
 - (f) Service market segmentation
 - (g) Essentials for CRM in services
 - (h) External and internal marketing systems
 - (i) Elements in cultural environment
 - (j) Global product planning

Part – B (5x12=60 Marks)

Answer **all** the questions.

- 2 (a) Discuss the four 9's of services marketing with suitable examples.
OR
(b) Explain the need and basis for service market segmentation.
- 3 (a) Discuss the issues relating to people and physical evidence in services marketing.
OR
(b) Examine the challenges in understanding service quality management.
- 4 (a) Describe the significant strategies for maintaining customer relationship and retention.
OR
(b) Explain the problems and prospects of Relationship and Interactive marketing System.
- 5 (a) Discuss the interrelationship between consumer markets and global markets.
OR
(b) Explain the environmental factors in global market operations.
- 6 (a) Discuss the methodology for identification of global customer needs.
OR
(b) Explain the problems of new product development in global marketing system.

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Subject : Customer Relationship Management

Course No. 4.6.3. (Marketing)
Elective - Marketing

Time : 3 Hours

Max. Marks: 80

Note: Answer all questions.

PART – A (10x2=20 Marks)

1. Write short notes on the following:
- (a) Define CRM
 - (b) What factors are responsible for the growth of CRM?
 - (c) What is customer centricity?
 - (d) What is customer satisfaction?
 - (e) What is CRM strategy?
 - (f) What are the objectives of CRM?
 - (g) What is sales force automation?
 - (h) What do you mean by call centers?
 - (i) What are the Information Technology tools in CRM?
 - (j) What is the meaning of CRM metrics?

PART – B (5x12=60 Marks)

- 2.(a) Explain CRM process and also state the framework of CRM.
OR
(b) Discuss the nature, scope, and also future trends in CRM.
- 3.(a) How do you measure the customer satisfaction ?
OR
(b) Discuss the enterprise marketing management.
- 4.(a) Explain the steps in planning of CRM.
OR
(b) How do you plan the desired outputs? Discuss the relevant issues while planning the outputs.
- 5.(a) Explain the practice of CRM in consumer markets.
OR
(b) How do you practice CRM in service sector? Discuss.
- 6.(a) Discuss the challenges faced in implementing CRM.
OR
(b) What is Road map? Explain the implementation of the Road maps of CRM.
