2010

MASTER OF BUSINESS ADMINISTRATION

[Third Semester Examination]

(*Consumer Behaviour and Customer Relationship Management*)

[Specialisation : *Marketing Management*]

PAPER—M 303

Full Marks : 100

Time : 3 hours

The figures in the right-hand margin indicate marks

Candidates are required to give their answers in their own words as far as practicable

Illustrate the answers wherever necessary

Write the answers to questions of each Half in separate books

FIRST HALF

[*Marks* : 50]

1. Answer any *four* questions of the following :

   (a) What do you mean by market aggregation ? Ho does it differ from market segmentation ?

   (b) Describe the functions of different componen of information processing.

   (c) Mention some changing patterns in the soci structure in our country, which are influencir consumer behaviour.

   (d) What do you mean by cross culture ? Brief state how it influences consumer behaviour.

   (e) What do you mean by Consumer Complai Behaviour? Briefly discuss its differe aspects.

   (f) Who are Opinion Leaders ? How do the influence consumer decision process ?

2. Answer any *two* questions of the following : 1

   (a) Discuss different factors that determine tl choice of store made by the consumers.

(b) Discuss the factors that influence the Brand evaluation process. What are the main outcomes of the evaluation ? 10

(c) (i) What variables are considered as the input variabels and what are considered as the output variables in the Howard-Sheth model ?

(ii) Briefly discuss how Howard-Sheth model distinguishes three levels of decision making. 5 + 5

[*Internal Assessment* : 10 Marks]

SECOND HALF

[*Marks* : 50]

3. Answer any *four* questions of the following : 5 x 4

(a) What do you understand by Customer Value ? Discuss it briefly with suitable example.

(b) What do you understand by the terms 'positive reinforcement' and 'negative reinforcement' ? Discuss.

(c) What do you understand by "Zone of tolerance" ? Discuss it with relevant example.

(d) What are the phases of CRM ? How a firm will be benefitted by CRM ?

(e) What do you mean by Customer life-cycle ?

(f) What are the key four processes of understanding memory ?

4. Answer any *two* questions of the following : 10

(a) What are the major customer retention stages ? Discuss.

(b) Discuss the application of learning and memory principles in developing advertising strategies for a product or service of your choice.

(c) What do you understand by Customer Satisfaction ? What determines customer satisfaction ? Discuss it with relevant examples.

[*Internal Assessment* : 10 Marks]