

2008

MASTER OF BUSINESS ADMINISTRATION

[Third Semester]

(Specialisation : Marketing Management)

PAPER—M-303 [Marketing Management as Major]
& F-307 [Financial Management as Minor]

*(Consumer Behaviour and Customer
Relationship Management)*

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 whenever necessary

**Write the answers to questions of each Half
in separate books**

(Turn Over)

FIRST HALF

[Marks : 50]

(*Consumer Behaviour*)

1. Answer any *four* of the following: 5 × 4

(a) Define consumer behaviour. What is the difference between the micro perspective and the societal perspective of consumer behaviour analysis ?

(b) Differentiate between market aggregation and market segmentation strategy.

(c) What do you mean by product positioning ? What are the different strategies of product positioning ?

(d) Who are the opinion leaders ? How do they influence consumer decision process ?

(e) What are the basic components of information processing framework ? Explain briefly.

(f) What is the effect of store image on consumer behaviour?

2. Answer any *two* of the following: 10×2

(a) Explain how Neo Freudians viewed their disagreements with Freudian Theory on personality. 10

(b) Briefly discuss how Howard-Sheth Model distinguishes three levels of decision making. What variables are considered as the input variables and output variables in this model? 6 + 4

(c) Discuss how family is important to the marketer in analysing consumer behaviour. 10

[*Internal Assessment* : 10 Marks]

SECOND HALF

[*Marks* : 50]

(Customer Relationship Management)

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

- (a) State the difference between Customer Interaction Management (CIM) and Customer Relationship Management.
- (b) Compare traditional transaction oriented marketing to relationship marketing.
- (c) In which way memory is important in analyzing consumer behaviour ?
- (d) Define customer satisfaction. What are the different types of customers marketers can identify to analyse customer satisfaction ?
- (e) Define size of Wallet. How do you measure it? Where do you get the information about it ?
- (f) What do you mean by strategic CRM? What are the four components of a CRM strategy ?

4. Answer any *two* of the following: 10×2

(a) Discuss Christopher's six-market model of marketing relationship. 10

(b) What do you mean by relationship life cycle? Explain with the diagram. How service quality is important in relationship marketing? 5 + 5

(c) What is customer equity? How does the customer value framework explain the model of optimal resource allocation? What is the significance of this framework? 3 + 4 + 3

[*Internal Assessment* : 10 Marks]