

**2014**

**M B A**

**3rd 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 full 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 :      5×4**
- (a) Why does marketers for used on consumer behaviour ?  
Explain with example.
  - (b) Mention various positioning strategy that influenced  
by the belief of consumer.

*(Turn Over)*

- (c) How is motive acts on purchase decision process? Explain.
- (d) With the help of a flow chart explain a consumer need satisfaction process.
- (e) State the rule of 'Reference group' in buying decision process with example.
- (f) Imagine a hypothetical situation of role reversal between a husband & his wife in a standards middle class Indian household. Present in a tabular form, the changes you anticipate in the decision making process of any three items, with reasoning.

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

- (a) Define the term household. As a marketer how would you design marketing strategy for household products ?  
2+8
- (b) Schematically explain Howard-Sheth model of consumer buying behaviour.
- (c) Compare the attitude values between a cricket enthusiast and a soccer fan with respect to the "Indian Soccer League" considering the Fishbein Model.

The following data is provided :

- A scale of ten, whereby 5 is average and 10 is exceptional.
- Consider any three attributes, which are common.

**[ Internal Assessment : 10 Marks ]**

**(Second Half)**

(Marks : 50)

3. Answer any *four* questions of the following : 5×4
- (a) How is customer analysis made with 7 O's Framework? Take the help of any product for your answer.
  - (b) Define up-selling & cross-selling with example.
  - (c) Draw and explain Customer Relationship Life Cycle Model.
  - (d) List out the dimensions of relationship. Draw the six stage Model of Relationship.
  - (e) Define "Customer Lifetime Value". State the relationship between CLV and CRM.
  - (f) Discuss the attributes which are mandatorily required in the tool of a successful CRM strategy.
4. Answer any *two* questions of the following : 10×2
- (a) Define Quality. Explain the Generic Dimensions to Evaluate the Service Quality with examples.
  - (b) Take the example of a leading restaurant in your city and evaluate the quality gap based on the Gap model of CRM.

- (c) (i) State the challenges which lie ahead of CRM implementation.

5

- (ii) Brand “Philips” introduced “Digital Voice Technology” and “Cloud Storage” into its CRM system data. Justify the strategy.

5

**[ Internal Assessment : 10 marks ]**

---