No. of Printed Pages—2

85K (RMM)

[18–HRGPKAC–M3S]

MBA 3rd Semester Exam., 2018

ADVERTISING AND RELATIONSHIP MANAGEMENT

[MBA (S3) 21]

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each within *50* words) : 2×5=10

(a) Define Integrated Marketing Communication (IMC).

(b) State the concept of public relations.

(c) State the concept of subliminal message.

(d) Define Customer Relationship Management (CRM).

(e) State two benefits of Customer Relationship Management (CRM).

(f) State the concept of Customer Value Management.

2. Answer any *three* from the following questions (each within *150* words) : 4×3=12

(a) Discuss briefly the concept of blogging.

(b) Discuss the role of endorsers in advertising.

(c) Explain briefly the concept of customer's life cycle.

(d) Write a short note on the importance of customer support in business.

3. Answer any *three* from the following questions (each within *250* words) : 6×3=18

(a) Define sponsorship and state the objectives of sponsorship. 2+4=6

(b) Write a short note on 'event management'.

(c) Discuss the role of humour in advertising.

(d) Identify and explain different factors which motivate companies to adopt CRM.

4. Answer any *four* from the following questions (each within *500* words) : 10×4=40

(a) Describe the concept of exhibition. Also state the objectives and planning procedure for an exhibition. 2+4+4=10

(b) Discuss the executions of advertisement through *(i)* print media and *(ii)* television media. 5+5=10

(c) Discuss the closed-loop CRM process. State why we need to create this process. Also state the benefits of a CRM process. 5+3+2=10

(d) State the meaning of negotiation. Discuss briefly the process of negotiation. 2+8=10

(e) Define Partner Relationship Management (PRM). Discuss the steps involved in PRM. Also discuss the benefits of adopting PRM in organizations. 2+6+2=10

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