85K (ARM)

[19-HBPGKOW-M3S(O) 20M]

MBA 3rd Semester (Old) Exam., 2019 (W)

ADVERTISING AND RELATIONSHIP MANAGEMENT (MARKETING)

[MBA 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 in around *50* words) : 2×5=10

(a) What is voluntary attention?

(b) Define integrated marketing communication.

(c) Define advertising.

(d) Define customer relationship management (CRM).

(e) What are the four C's of CRM process?

(f) What is customer strategy grid?

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

(a) Discuss the advantages of print advertisement.

(b) Discuss briefly the concept of blogging.

(c) State four sales objectives of advertising.

(d) Discuss the concept of 'partner relationship management'.

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

(a) Write a short note on event management.

(b) Discuss briefly three upcoming methods for promoting a brand. 2+2+2=6

(c) Discuss the benefits of CRM.

(d) Discuss the process of selecting media vehicle.

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

(a) What is exhibition? Discuss the objectives of exhibitions. Also state how companies need to plan for an exhibition. 10

(b) Write short notes on the following : 5+5=10

(i) Print advertisement

(ii) Television advertisement

(c) Define partner relationship management (PRM). Discuss the steps involved in PRM. Also discuss the benefits of adopting PRM in organizations. 2+6+2=10

(d) State different types of media. Discuss the characteristics of different media vehicles. Also state the process of selecting media vehicle. 3+3+4=10

(e) Discuss the closed-loop CRM process. State the requirement to create this process. 5+5=10

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