Krishna Kanta Handiqui State Open University
MBA 5th Sem. Examination, 2015

Advertising and Relationship Management [MBA 21-Marketing]

Time : 3 Hrs. Full Marks : 80

1. Answer any five from the following questions : 5×2 = 10
(Each within 50 words)
   (a) Define 'Integrated Marketing Communication'.
   (b) What is word of mouth promotion?
   (c) State any two objectives of advertisement.
   (d) What is customer relationship management?
   (e) What is negotiation?
   (f) What is customer value management?

2. Answer any three from the following questions : 4×3 = 12
(Each within 100 words)
   (a) What is exhibition? Discuss any three objectives of exhibition.
   (b) Discuss Unique Selling Proposition (USP).
   (c) Discuss any two factors which motivate companies to adopt CRM.
   (d) Discuss any two tools of negotiation.

3. Answer any three from the following questions : 6×3 = 18
(Each within 250 words)
   (a) Explain the customer strategy grid.
   (b) Explain the role of humour and subliminal message in Advertising.
   (c) Discuss the tools of Customer Relationship Management (CRM) in business.
   (d) Discuss different steps involved in developing 'Partner Relationship Management.'

4. Answer any four from the following questions : 10×4 = 40
(Each within 400 words)
   (a) What is global promotion? Discuss the factors which influence in global promotion.
   (b) Write short notes on
      (i) Print advertisement
      (ii) T. V. commercials
   (c) What is media planning? Discuss the factors which influence media planning.
   (d) Discuss the four C's of CRM process. Discuss the negotiation process.
   (e) Discuss how effectiveness of advertising can be measured? Why is measuring advertising effectiveness essential?

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