No. of Printed Pages—2

653 (ARM)

[18–HRGPKAC–MBA5S]

MBA 5th Semester Exam., 2018

ADVANCE AND RELATIONSHIP MANAGEMENT

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 PRM (Partner Relationship Management).

(b) What is customer life cycle?

(c) State the meaning of 'Tingles' in advertisements.

(d) Define 'Media Planning'.

(e) Define 'Blogging'.

(f) List two characteristics of a good exhibitor.

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

(a) State the meaning of 'customer strategy grid.'

(b) Discuss the importance of customer support in today's businesses.

(c) Discuss how a company can develop a wining CRM strategy.

(d) Outline the four C's (elements) of CRM process.

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

(a) Define 'Event Management.' State four advantages of event management. 2+4

(b) Trace the effects of Internet on Global Marketing.

(c) Write a short note on creativity. Also discuss how a creative brief can be constructed. 2+4

(d) Discuss the role of endorsers in advertising.

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

(a) Define exhibitions. List out the objectives of exhibitions. 4+6

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

(i) Radio commercials

(ii) Celebrity endorsements

(c) State the meaning of CRM. Also state factors that motivates the companies to adopt CRM. 4+6

(d) Discuss, the stages in the process of negotiation.

(e) Discuss how are the internal and external business processes being moulded to meet customer needs.

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