

Total Pages—4

MBA/IIIS/M-303/12

2012

MASTER OF BUSINESS ADMINISTRATION

[Third 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 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**

(Turn Over)

FIRST HALF

[Marks : 50]

1. Answer any *four* of the following: 5 × 4
- (a) What do you mean by consumer behaviour? State the behavioural characteristics of consumer. 2 + 3
 - (b) Schematically explain with example stimulus response model of consumer behaviour. 5
 - (c) "Culture sets boundaries on behaviour" – Explain. 5
 - (d) How does reference group influence consumer behaviour? 5
 - (e) 'Situational influence can change a consumer behaviour and altitude.' Explain with suitable example. 5
 - (f) How would you measure social class of a population? 5
2. Answer any *two* of the following: 10 × 2
- (a) What are the factors which influence consumer decision making process? Explain with the help of an example. 4 + 6

- (b) State the major variables of Howard-Sheth model.
Mention the distinct features of this model. 6 + 4
- (c) What do you mean by altitude? Schematically
explain the tricomponent model of altitude. 3 + 7

[*Internal Assessment* : 10 Marks]

SECOND HALF

[*Marks* : 50]

3. Answer any *four* questions of the following : 5 × 4
- (a) Discuss the major factors that are involved in
building a successful customer relation.
- (b) Explain the concept of CRM value chain.
- (c) Discuss the factors affecting relationship
marketing of small firms.
- (d) Traditional marketing is being replaced by
Relationship marketing. Explain with examples.
- (e) Explain the factors which lead to high level of
customer satisfaction.
- (f) Write a note on LTV of consumer.

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

- (a) Schematically explain information processing system of consumer behaviour. State the impact of long term memory on consumer decision process. $6 + 4$
- (b) What do you mean by e-CRM ? How is e-CRM different from conservative CRM ? $3 + 7$
- (c) How would you design a successful CRM model for satisfying and retaining potential customers ? 10

[*Internal Assessment* : 10 Marks]
