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2015

MBA 3rd Semester Examination
CONSUMER BEHAVIOUR AND CUSTOMER
RELATIONSHIP MANAGEMENT

(Specialisation : Marketing Management)

PAPER—M-303

Full Marks : 100

Time : 3 Hours

The figures in the margin indicate full 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.

(First Half)

[Marks : 50]

1. Answer any four questions : 4×5

- (a) Explain the importance of understanding 'consumer behaviour in Marketing management.**

(Turn Over)

- (b) Schematically explain the tri-component model of attitude.
- (c) Discuss the role of 'reference groups' in buying decision process.
- (d) Compare and contrast the various consumer decision rules.
- (e) Explain how 'Howard-Sheth' model of consumer buying behaviour.
- (f) Discuss the factors which may influence consumer decision making process.

2. Answer any *two* questions : 10×2

- (a) Discuss the role of culture and sub-culture in shaping consumer behaviour. 10
- (b) Discuss behavioural and cognitive learning theories.
- (c) Is social class a useful way to segment the Indian market? What is the impact of social class on consumer behaviour? 5+5

[Internal Assessment : 10]

(*Second Half*)

[Marks : 50]

3. Answer any *four* questions : 4×5

- (a) What do you understand by 'Customer Relationship Management' ?
- (b) Explain with a diagram Customer Relationship Life-Cycle Model.
- (c) Discuss the determinants of customer satisfaction.
- (d) Traditional marketing is being replaced with Relationship marketing. Explain with examples.
- (e) What do you mean by e-CRM ? Discuss how it is different from conservative CRM.
- (f) Define 'Customer Lifetime Value'. Contrast CLV with CRM.

4. Answer any *two* questions : 10×2

- (a) How would you design a successful CRM model for satisfying and retaining potential customers ? 10

- (b) State the impact of 'short-term' and 'long-term' memory on consumer decision making and what advertising tactics can you adopt to achieve these memory? 10
- (c) Define quality. Explain the dimensions used to evaluate the service quality. 10

[Internal Assessment : 10]
