

42010

M.B.A. DEGREE EXAMINATION, APRIL/MAY 2020.

FOURTH SEMESTER

Paper X — CONSUMER BEHAVIOUR AND CUSTOMER RELATIONSHIP MANAGEMENT

Time : Three hours

Maximum : 70 marks

(No additional sheet will be supplied)

PART A — (5 × 3 = 15 marks)

Answer ALL the questions.

Each question carries 3 marks.

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Each answer should not exceed 1 page.

1. Write a short note on the EKB Model.
2. Explain Social Stratification with some examples.
3. Define Communication.
4. What is meant by CRM?
5. Discuss briefly about Customer Partnership.

PART B — (5 × 8 = 40 marks)

Answer ALL the questions.

Each question carries 8 marks.

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Each answer should not exceed 5 pages.

6. Define Consumer Behaviour and explain the evolution of Consumer Behaviour.

Or

7. Highlight the importance of market segmentation. What are the various bases of market segmentation? Explain with examples.
8. How are perceptions formed? Elaborate with examples.

Or

9. Write detailed notes on :
 - (a) Elements of perception
 - (b) Attitude Formation.

10. Explain the consumer decision making process, by citing illustrations.

Or

11. What are the components in designing a persuasive Communication process?

12. Explain the Qualitative and Quantitative measurement methods in CRM.

Or

13. Describe about Quantitative measurement methods.

14. Describe briefly about the Relationship selling concept.

Or

15. What is relationship management? Explain external relationships.

PART C — (1 × 15 = 15 marks)

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Compulsory

16. Case Analysis.

Needs and goals are constantly growing and changing in response to an individual's physical condition, environment, interactions with others, and experiences. As individuals attain their goals, they develop new ones. If they do not attain their goals, they continue to strive for old goals, or they develop substitute goals. Marketers do not create needs, though in some instances they may make consumers more keenly aware of unmet needs. The fact that many new products take illustrates that marketers often do not recognize or understand consumer needs and that they cannot create a need for products. On the other hand, there are countless examples of products that have succeeded in the marketplace because they fulfill consumer needs. Marketing efforts are generally not designed to change consumer needs but to create or trigger "wants" for products/services that consumers would then purchase to satisfy needs that already exist. Market-oriented companies use consumer research to uncover relevant needs, translate them into "wants" by designing appropriate products and services, and position their offerings as satisfying needs and wants better than competitors' products/services.

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Questions :

- Why are consumers' needs and goals constantly changing? What factors influence the formation of new goals?
- "Marketers don't create needs; needs pre-exist marketers." Discuss this statement.
- Can marketing efforts change consumers' needs? Why or why not?