

Total no of Pages:

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Register Number:

6701

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, 2011

(CUSTOMER RELATINSHIP MANAGEMENT)

(FIRST YEAR)

(PAPER-III)

130. MARKETING MANAGEMENT

Dec.)

Maximum: 75 Marks

(Time: 3 Hours

SECTION-A

(5×3=15)

Answer any FIVE questions
All questions carry equal marks

1. Write short notes on
 - a) Customer value
 - b) Perceptual mapping
 - c) Customer orientation
 - d) Brand image
 - e) Buying centre
 - f) Entry barriers
 - g) Multinational corporation
 - h) E-retailing.

SECTION-B

(3×10=30)

Answer any THREE questions
All questions carry equal marks

2. Discuss the importance of customer loyalty.
3. What are the differences between business market and household market?
4. Describe the facets of brand equity.
5. How does a company evaluate the potential of a foreign market?
6. What are the types of retail business in which global companies have shown interest in India? Explain with examples.

SECTION-C

(1×15=15)

Answer any ONE question

7. Briefly explain the bases used for differentiating products and services of a company from its competitors.
8. Discuss the non-tariff trade barriers in international marketing.
9. Describe the factors that influence a company's global branding decisions.

SECTION-D

(1×15=15)

(Compulsory

10. Discuss the opportunities and challenges faced by rural marketers in India.

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