

Course Code: 23MB3EM01
**BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY &
 SCIENCE(AUTONOMOUS)**

II –MBAI-Semester Model Paper (BR23), December 2024

Consumer behaviour and customer relationship management (MBA)

Time: 3 hours

Max. Marks: 70

PART - A Answer ONE Question from each UNIT (5 x 12 = 60 Marks)

All Questions Carry Equal Marks

PART - B Compulsory (1 x 10 = 10 Marks)

PART -A

UNIT-I		Marks	CO	BL
1.a)	Who are consumer and customer? What are the factors influencing consumer behaviour?	6M	Co1	BL1
b)	Explain the development and implementation of the marketing concept in consumer behaviour	6M	Co1	BL2
OR				
2.a)	Discuss marketing communication flow	6M	Co1	BL2
b)	State persuasive communication?How persuasive communication can be developed?	6M	Co1	BL1

UNIT-II		Marks	CO	BL
3.a)	Discuss consumer goals ?How goals are selected?	6M	Co2	BL2
b)	Describe the motivational conflicts and defence mechanisms?	6M	Co2	BL2
OR				
4.a)	Discuss in detail the various motivation theories?	6M	Co2	BL2
b)	Discuss the impact of Freudian theory of personality on consumer behaviour?	6M	Co2	BL2

UNIT-III		Marks	CO	BL
5.a)	Explain in detail the consumer decision making process	6M	Co3	BL2
b)	Sketch the evolution of alternatives in decision making ?	6M	Co3	BL3
OR				
6.a)	Explain the various factors affecting selection of outlet?	6M	CO3	BL2
b)	Illustrate post-purchase behaviour of consumer ?	6M	CO3	BL3

UNIT-IV		Marks	CO	BL
7.a)	Explain the purpose of relationship marketing ?	6M	CO4	BL2
b)	Discuss the theoretical perspective of relationship marketing?	6M	CO4	BL2
OR				
8.a)	Explain the relationship life cycle?	6M	CO5	BL2
b)	Illustrate customer life time value?	6M	CO5	BL2

UNIT-V		Marks	CO	BL
9.a)	Explain measuring effectiveness of CRM?	6M	CO6	BL3
b)	Illustrate the factors influencing the future of CRM?	6M	CO6	BL2
OR				

10.a)	Discuss E_CRM in business	6M	CO6	BL2
b)	Explain the issues and advantages of E_CRM ?	6M	CO6	BL2

PART – B

CASE STUDY		Marks	CO	BL
11	<p>Sri Ram Tech wishes to offer a full suite of customer relationship management software specially made for public transport organizations dealing directly with travelers. They are aimed at increasing revenue, travel, customer satisfaction and operational efficiency.</p> <p>Question: State and explain the top five CRM modules which are essential to be implemented by Sri Ram Tech CRM</p>	10M	CO4	BL5
