

MMS-III (Marketing) 30-10-2009
BMCRM 03

B2B Mktg. & CRM.

Roll No.

Total No. of Printed Pages: 01

Total No. of Questions : 08

Maximum Marks: 60

Duration(hrs) : 03

Note : Q1 & Q2. is compulsory , answer any 4 questions from Q3 to Q8.

Q1 Write short Note On

20 Mks

1. Life style estate marketing
2. Example of any one Customer loyalty program card
3. E-bidding and e contracts
4. Using Data mining tools in CRM
5. Types of customers

Q2. Differentiate Between

20 mks

1. Industrial and Consumer Market
2. EDI and e-commerce
3. Industrial & Consumer Pricing
4. Retail CRM & Industrial CRM
5. eAdvertisement & Promotions

Q3. Write a Case study of your choice on B2B marketing

5 mks

Q4. Industrial Pricing is different from retail pricing , substantiate your answer with examples.

5mks

Q5. Write a Description of any one CRM Product you know

5mks

Q6. Write your comments on using social networking sites for marketing

5mks

Q7. Role of DBMS in CRM

5mks

Q8. Does Information Technology play a role in CRM ? Justify

5mks