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3×5=15

Bazaar

160(G)

Total No. of printed pages = 3

MBA 13240M1

Roll No. of candidate

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2017

MBA 4th Semester End-Term Examination

MARKETING RESEARCH AND CRM

Full Marks-100 Pass Marks-35 Time-Three hours

The figures in the margin indicate full marks for the questions.

GROUP - A

1. Answer any *six* questions : 6×5=30
  - (i) What are primary scales of measurement ?  
Explain.
  - (ii) Narrate the characteristics of a good table.
  - (iii) Discuss the concept of data input format and value label.
  - (iv) What is e-CRM ? List the benefits of e-CRM.
  - (v) List out important steps involved in the CRM implementation process.

[Turn over

(vi) Why should BPR be a part of a CRM implementation project ?

(vii) Explain the need of a good CRM system

### GROUP - B

2. Answer any *four* questions :  $4 \times 10 = 40$

(i) Discuss the concepts of data mining and data warehousing. What is online research ?

$6+4=10$

(ii) Discuss about the various stages of data preparation process. What is transcribing

$7+3=10$

(iii) What is discriminant analysis ? Discuss the differences and similarities between linear regression, linear discriminant analysis and ANOVA.

$5+5=10$

(iv) Write short notes on :

$5+5=10$

(a) Missing data and outliers

(b) Cross tabulation.

(v) What are the limitations of correlation analysis and how does regression overcome them ? If the output from a regression shows a significance of F as 0.0001 from the ANOVA table, what does it indicate ? What is  $R^2$  ?  $5+2+3=10$

(vi) Discuss CRM marketing initiatives. What is cross-selling and up-selling ?  $5+5=10$

### GROUP - C

Answer any *two* questions :  $2 \times 15 = 30$

(i) Discuss the nature of marketing research. Explain its scope. Also state how marketing research is an aid to marketing decision making.  $5+5+5=15$

(ii) What is the major marketing application of multidimensional scaling (MDS) ? Discuss the methods of MDS.  $5+10=15$

(iii) Define customer life time value. How is it related to relationship management ? Also state the challenges of CRM.  $5+5+5=15$