

Roll No:

--	--	--	--	--	--	--	--	--	--

**The Assam Royal Global University, Guwahati**

**Royal School of Commerce**

**B.Com. 6<sup>th</sup> Semester**

**Special Supplementary Examination, August 2024**

**Course Title: Customer Relationship and Advertising**

**Course Code: COM042D606**

**Time: 3 Hours**

**Maximum Marks: 70**

**Note: Attempt all questions as per instructions given.**

*The figures in the right-hand margin indicate marks.*

**Section – A**

**1. Attempt all questions. (Maximum word limit 50) 2 x 8**

- a. List out any two significances of CRM.
- b. What are the disadvantages of using CRM?
- c. What do you mean by customer acquisition?
- d. Find out any two needs of introducing Total Customer care programme.
- e. What do you mean by media scheduling?
- f. What do you mean by mural advertising?
- g. What are the various roles played by an advertising agency?
- h. What is the need of preparing a advertising budget?

**Section – B**

**2. Attempt any two of the following: 6x 2**

- a. “E-crm is accompanied by multiple drawbacks, but still it is being used by companies.” In the light of the above statement outline the benefits of using e- crm.
- b. Why is customer retention preferred over acquiring new customers?
- c. Why do we need to create customised CRM process? Explain with reasons.

**3. Attempt any two of the following: 7 x 2**

- a. Customer retention focuses on building strong, lasting relationships with existing customers by providing value. Examine the statement with example.
- b. How CRM can be established in Manufacturing sector?
- c. Customer Defection is the process of loss of users or consumers in purchases made by them. Identify and explain various methods to retain customers.

**4. Attempt any two of the following: 7 x 2**

- a. “The DAGMAR model encounters difficulties in precisely measuring communication objectives”. In the light of the above statement explain how the difficulties are resolved.
- b. Identify and explain the criticisms associated with the Hierarchy of Theory effects.
- c. From amongst the various types of advertising media identify and apply the most suitable media to launch a new brand of hair care product with its merits and features.

5. Attempt **any one** of the following:

14 x 1

- a. Explain the concept of the advertising mix, including its constituent elements, merits and demerits.
- b. ABC Electronics is a leading manufacturer of consumer electronics, with a primary focus on smartphones and tablets. Despite its high-quality products, ABC Electronics has been facing increased competition in the market, leading to stagnant sales growth. To address this challenge, the company decides to launch a new line of smartphones targeting tech-savvy consumers aged 18-35. The primary objective of the advertising campaign is to increase brand awareness, drive consumer engagement, and ultimately boost sales of the new smartphone line. ABC Electronics devises a comprehensive advertising strategy encompassing both traditional and digital media channels to effectively reach its target audience. The strategy includes:

Market Research: Conducting thorough market research to understand consumer preferences, purchasing behavior, and media consumption habits within the target demographic.

Brand Positioning: Defining a unique selling proposition (USP) for the new smartphone line and positioning the brand as innovative, stylish, and technologically advanced.

Integrated Advertising Campaign: Implementing an integrated advertising campaign across multiple platforms to maximize reach and engagement. This includes:

Television Commercials: Creating visually compelling TV commercials showcasing the features and benefits of the new smartphones. A mix of humor and emotional appeal is used to resonate with the target audience.

Print Ads: Placing advertisements in popular tech magazines and lifestyle publications frequented by the target demographic. The ads highlight the sleek design, cutting-edge technology, and competitive pricing of the smartphones.

Digital Marketing: Leveraging various digital marketing channels such as social media platforms (Facebook, Instagram, Twitter), search engine advertising (Google Ads), and influencer partnerships. Engaging content, interactive experiences, and targeted messaging are used to generate buzz and drive traffic to the company's website.

Outdoor Advertising: Deploying strategically located billboards, bus shelters, and digital signage in urban areas with high foot traffic. These outdoor ads feature bold visuals and catchy slogans to capture attention and reinforce brand recall.

Event Sponsorship: Partnering with popular music festivals, tech expos, and youth-centric events to increase brand visibility and engage directly with the target audience through product demos, contests, and giveaways.

Implementing robust analytics tools to track the effectiveness of the advertising campaign in real-time. Key performance indicators (KPIs) such as brand impressions, website traffic, social media engagement, and sales conversions are monitored regularly. Based on the data insights, adjustments are made to optimize the campaign for maximum impact.

- i. Explain the importance of Data-driven decision-making applied in the case. 7
- ii. Examine the role of creativity and consistency in the case. 7