

## **Bcom Sem 5: MARKETING MANAGEMENT IN PRACTISE**

### **Long Questions**

#### **Unit 1**

- 1) Factors affecting marketing of Services
- 2) Marketing Mix of Services
- 3) Advantages of CRM
- 4) Components of CRM Programme
- 5) Objectives of CRM

#### **Unit 2**

- 1) Types of Retailing
- 2) Importance and Characteristics of Retail Business
- 3) Main Activities of Retailing
- 4) Measures to determine efficiency of Retailing

#### **Unit 3**

- 1) Rural Market Segmentation
- 2) Importance of Rural Marketing
- 3) Various challenges of delivering goods to Rural Market
- 4) Functions of Sales Force Management
- 5) Characteristics of Rural Salesman

#### **Unit 4**

- 1) Objectives of Case Study
- 2) Advantages of Case Study
- 3) Guiding Principles of Case Study Method
- 4) Developing a Case Study

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## Short Questions

### Unit 1

- 1) Define: Services, CRM
- 2) Characteristics of Services
- 3) Classification of services
- 4) Customer Complaint Rate  
Customer Stability Rate  
Customer Lifetime Value
- 5) Measures to method Customer satisfaction

### Unit 2

- 1) Define: Retailing
- 2) Characteristics of Retailing
- 3) Factors responsible for the spread of Malls in India
- 4) Global Retailers in India
- 5) Margin Free Retail Chains
- 6) Short note: Position of Retail chains in India

### Unit 3

- 1) Define: Sales Force Management  
Rural Marketing
- 2) Qualities required in a rural Salesman
- 3) Short note: Selection of Communication Mix in Rural India  
Channels of Physical Distribution in Rural area  
Pricing of Rural Products

### Unit 4

- 1) Define: Case Study
- 2) SWOT analysis
- 3) Limitations of Case study
- 4) Characteristics of case study

**NOTE: Learn the questions of 5 case studies**