Program:	M.Com Part II	**Semester:**	III	**Program Code:**	PGCOM01
Course:	Marketing Strategies and Practices			**Course Code:**	59123
Duration:	2 Hour	**Examination Pattern:**	NEP-Autonomous-External	**Max. Marks:**	50

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		Case Study Analysis	[10]	CO's	KL's
		CaféConnect operates a growing chain of cafés across several cities and wants customers to visit more frequently rather than switching between competing coffee outlets. To achieve this, the company introduced a mobile loyalty application that records every purchase a customer makes, tracks their preferences (favourite drinks, visit timings, spending patterns) and uses this data to provide personalised offers — such as a discount on a customer's usual order or a free item on their birthday. Customers earn points on every purchase and receive rewards, such as a free coffee or a discount voucher, after reaching certain purchase thresholds. Beyond the app, CaféConnect actively collects feedback after visits through short surveys, in-app ratings and social media comments. This feedback is reviewed regularly, and recurring complaints — such as slow service during peak hours or inconsistent product quality at certain outlets — are used to identify areas for operational improvement. Café managers were specially trained to respond politely and promptly to customer concerns, resolve complaints without escalation, and maintain regular, friendly communication with regular customers so they feel recognised and valued, not just treated as another transaction. However, management is aware that loyalty programmes and discounts alone cannot build lasting relationships. If the coffee quality drops, service is slow, or outlets feel inconsistent from one location to another, customers may still leave despite the rewards they've accumulated. Therefore, CaféConnect emphasises that discounts must be backed by consistent product quality, pleasant ambience and good service — since loyalty is ultimately built on trust and satisfaction, not just financial incentives.			
	(a)	Define CRM and state two techniques used by CaféConnect.	[03]	CO2	L1
	(b)	Explain the importance of customer loyalty to CaféConnect.	[03]	CO2	L2

	(c)	Apply CRM techniques to suggest how CaféConnect can strengthen customer relationships.	[04]	CO2	L3
Q. 2		**Attempt the following.**	[10]	CO's	KL's
	(a)	Define Marketing Strategy. Explain its concept, importance and role in an organisation.		CO1	L2
		OR			
	(b)	Explain the different types of Marketing Strategies with suitable examples.		CO1	L2
Q. 3		**Attempt the following.**	[10]	CO's	KL's
	(a)	Explain the 4Ps of the marketing mix with suitable examples		CO1	L2
		OR			
	(b)	Explain the alternative Marketing Mix proposition of Profit, People and Planet.		CO1	L2
Q. 4		**Attempt the following.**	[10]		
	(a)	Explain the concept of Customer Value and discuss how organisations can apply it to improve customer satisfaction		CO2	L3
		OR			
	(b)	Apply the concept and techniques of Customer Relationship Management (CRM) to explain how an organisation can build and maintain long-term customer relationships.		CO2	L3
Q. 5		**Attempt the following.**	[10]		
	(a)	Analyse the different Brick-and-Mortar Marketing Strategies and examine how each strategy contributes to attracting and retaining customers, with suitable examples.		CO2	L4
		OR			
	(b)	Explain the three levels of AI Marketing Strategy – Product Level, Business Level and Marketing & Advertising Level.		CO2	L4

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