Total No. of Pages : 2

Register Number :

6933

Name of the Candidate :

M.B.A. DEGREE EXAMINATION DECEMBER 2013.

(BUSINESS APPLICATIONS)

(SECOND YEAR)

261 — DATABASE MARKETING

Time : Three hours   Maximum : 75 marks

SECTION A
Answer any FIVE questions.   **(5 × 3 = 15)**
All questions carry equal marks.

1. Discuss the main types of marketing database.

2. What is meant by the call centre?

3. What are the major advantages of B2B?

4. What is meant by psychographic segmentation?

5. What are the uses of secondary data?

6. In what situations is the open-ended question most useful?

7. Discuss up selling.

8. How do you arrive at names for clusters?

SECTION B
Answer any THREE questions.   **(3 × 10 = 30)**
All questions carry equal marks.

9. Discuss the growth and evolution of database marketing.

10. What are the application areas for discriminant analysis in marketing?

11. Explain business to business transactions and models.

12. What are the marketing variables suitable for use as independent variables in a regression analysis?

13. Explain the tools and techniques adopted by data miners.

SECTION C

Answer any ONE questions. **(1 × 15 = 15)**

14. What is telemarketing? How does telemarketing work?

15. What are the application areas for cluster analysis in marketing?

16. Explain data source and data collection methods.

SECTION D

(Compulsory) **(1 × 15 = 15)**

17. What is meant by multi-channel? What are the benefits and limitations of multi channel?

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