

ENGLISH VERSION

- Instructions :** (1) As per the instruction no. 1 of page no. 1.
(2) All questions are compulsory.
(3) Figures to the right indicate marks.

- Q1. Answer in brief: (10)
1. Define Industrial customer.
 2. List out various sources of data collection.
 3. What do you mean by promotion?
 4. Define Advertising.
 5. What do you mean by CRM.
- Q2. Define public customers? Explain the importance of customer relationship management? (12)
- Or
- Q2. Explain various rural marketing strategies? (12)
- Q3. Define sales promotion and sales promotion at various levels? (12)
- Or
- Q3. Explain various promotional methods? (12)
- Q4.(a) Write short notes: (Any one) (8)
1. Digital marketing.
 2. Objectives of advertising.
- Q4.(b) case study: (8)

Ruchita ltd . is company producing industrial goods , it wants to collect the information of its customers to maintain better relations with its customers. What according to you are the various sources to collect information about its customers.Describe?