

OR

b) Elucidate with example, how Differentiations can enhance Customer Loyalty over time. 13 K3 CO3

14. a) Why CRM is critical for long-term Business Success? 13 K1 CO4

OR

b) i) How do Online Reviews impact Consumer Purchase Decisions? 5 K1 CO4

ii) How does High Churn affect a company's Profitability? 8 K1 CO4

15. a) Describe how a company can implement a Marketing Information System to improve its Marketing Strategy. 13 K3 CO5

OR

b) Illustrate with suitable example, how a Brand can use Social Media Marketing to enhance its Visibility and Reach. 13 K3 CO5

**PART - C (1 × 15 = 15 Marks)
(Compulsory)**

16. Imagine a case in which you are leading a team at a technology company that is considering developing a New product. How would you use Marketing Research to identify potential customer needs and preferences, and what Research Methods would you employ? 15 K4 CO5