

Total. Marks: 100

Time: 3 Hrs

NOTE:

- I. Question No. 1 is **Compulsory**.
- II. Attempt any four out of remaining six
- III. Elaborate each answer with the help of an **example**

1. (A) Define CRM and describe purpose of a CRM System in detail. **10**
(B) What is web enabled call center? What would be your strategy and goals as customer relationship manager? **10**
2. (A) Who are the (Application Service Providers) ASP's? What are the roles and functions of ASP's? **10**
(B) What do you mean by IVR with reference to call center? **10**
3. (A) What is an ASP? Explain advantages and disadvantages of ASP. **10**
(B) "Cost of retaining old customers is always less than generating new ones". Justify with proper example. **10**
4. (A) Explain all the SFA functionalities in detail. **10**
(B) Explain how the traditional distribution channels structure support customer relationship. **10**
5. (A) Define G-SPOT as Goals, strategies, plans, objectives and tactics. **10**
(B) Describe EMA and explain all its components in detail. **10**
6. (A) What is E-CRM, explain in detail characteristics of E-CRM **10**
(B) Explain the relationship between customer intelligence and customer relationship management. **10**
7. Explain any four of the following terms : **20**
(A) Cross selling
(B) Computer Telephony Integration (CTI)
(C) Data synchronization in SFA
(D) Roll out and system hand off in CRM
(E) Kick off meeting

******* ALL THE BEST *******