Answer key for   **Q.P. Code- 52568**   **CRM**

Q.1   **A) Fill in the blanks with appropriate words (any eight)**   **08**

1. There are **Six** E's in E-CRM.
    (six, Nine, eight)
2. The cost of any CRM solution must be considered both in terms of **hard and soft** .
    (hard and soft, Internal and external, long and short term)
3. **Service automation** is the process that works as a supporting system for the service staff and managers to achieve their work related objectives.
    (service automation, Computer Technology Integration, Mobile CRM)
4. **Activity Management** enables service staff to review their workload, to do list and priorities as directed

    by their manager and to report back on progress and issue resolution.

    (Activity Management, CRM, Service automation)
5. An **application service provider** is a business that provides computer-based services to customers over a network.

    (Application service provider , Interactive Voice Response, contact centers)
6. **Data management** play significant role to generate revenue, control, costs and mitigate risks.
    (Data management, Data control, Data integration)
7. Purchasing CRM software normally involves a cost for the **Software** and incremental per user fee and recurring annual maintenance fee.
    (Software. Hardware, material)
8. **Mobile** is an automated telephony system that interacts with callers, gathers information

    and routes calls to the appropriate recipient.

    (Computer Technology Integration, Mobile CRM, Interactive Voice Response)
9. _____ is generated from data warehouse, Business views are calculations or summaries compared over period of time.

    (Business view Data, Reference Data, Data Integration)
10. **E-CRM** is an integrated online sale, marketing and service strategy that is used to identify, attract and retain organization's customers.

    (E-CRM, E- Marketing, M-marketing)

B) State whether following statements are True or False (any seven)
07

1. Internet banking /email /ATM /Data warehousing are some of the techniques used by e-CRM in banks - **True**
2. Prof. Paul Greenberg is called a father of CRM- **True**
3. CRM is a strategy which is customized to managed only new customer in organization- **False**
4. The beginning of the 90s brought the major step toward the CRM software. -**True**
5. Cross selling is the action or practice of selling and addition product or service to an existing customer -**True**
6. E-CRM and CRM are one and the same. -**False**
7. E-CRM is an advance version which uses web, e-mail for interaction with customers.- **True**
8. ACD facilitates controlling and distributing of telephone calls which comes in department- **True**
9. Cross selling and yup selling lead to acquisition retention of customers -**True**
10. E-CRM is only online selling. -**False**