

**Note: Dear examiners, this is solution to objective questions. Kindly assess the rest questions on the merit of the contents written by the students.**

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

- |                       |                        |
|-----------------------|------------------------|
| 1. B2B                | 2. Weaving the web     |
| 3. IVRS               | 4. CTI                 |
| 5. ACD                | 6. Flow of information |
| 7. Database marketing | 8. E-mail              |
| 9. Pc                 | 10. Strategic          |

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

- |          |           |
|----------|-----------|
| 1. False | 2. True   |
| 3. True  | 4. True   |
| 5. True  | 6. False  |
| 7. True  | 8. True   |
| 9. True  | 10. False |