[3 Hours]   Total Marks :100

N.B.   (1) Question No. 1 is compulsory

(2) Answer any four questions from Question No.2 to 7

(3) All questions carry equal marks.

Q.1   (A) What is ASP? What are the advantages and disadvantages of ASP?   [10]

(B) Justify the need of Sales Force Automation. Explain data synchronization and reporting tool in SFA?   [10]

Q.2   (A) What are the components of Enterprise Marketing Automation? Explain?   [10]

(B) What is web enabling call center? Give example?   [10]

Q.3   (A) What is a CRM system? Explain Strategy and Implementation?   [10]

(B) Explain Automatic call Distribution and Interactive Voice Response?   [10]

Q.4   Write Short notes on: [20]

(A) Marketing campaign

(B) Solicited and Unsolicited Mail

(C) Computer Telephony Integration

(D) Cross selling and up selling

Q.5   (A) Explain in detail campaign planning and management?   [10]

(B) Differentiate and Explain CRM and e-CRM?   [10]

Q.6   (A) Explain emerging channel trends that impact CRM?   [10]

(B)Explain importance of training in effective implementation of CRM?   [10]

Q.7   (A) In "kick off meeting explain the role of project manager, implementation leader and system engineer?   [10]

(B) How does the customer satisfaction in call center is measured. Explain with an example. [10]