(3 Hours) [Total Marks: 100]

N. B.: (1) Question **No. 1** is **compulsory**.
(2) Attempt **any four** from **Question Nos. 2 to 7**.
(3) Make **suitable assumptions** wherever necessary and **state the assumptions** made.
(4) Answers to the **same question** must be **written together**.
(5) Numbers to the **right** indicate **marks**.
(6) Draw **neat labeled diagrams** wherever **necessary**.
(7) Use of **Non-programmable** calculators is **allowed**.

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Q1.
a)"Good Customer intelligence can create best customer". Justify the statement. (5)
b) Write a short note on ACD. (5)
c) What are the components of E-CRM? (5)
d) What are different technology components of CRM? Explain all the components with
suitable example. (5)

Q2.
   a) Describe the steps to be followed before implementing CRM? (5)
   b) Explain the six E's associated with e-CRM in any business organization. (5)
   c) Define IVR. (5)
   d) Write short note on ASP. (5)

Q3.
   a) Define data synchronization process for SFA. Also explain why a llexible technology
      is required. (8)
   b) Give a detailed description of campaign and management. (6)
   c) Write short notes on:- (6)
           i)Account Management
           ii) Pipeline Management

Q4.
a) What are the advantage of ASP implementation? (8)
b) Explain the technological components of CRM. (6)
c) Describe the advantage of integrating closed-loop feedback with e-marketing. (6)

Q5.
a) Explain the four phases of any CRM project. (8)
b) What is embedded permission marketing? Discuss along with proper example. (6)
c) What are the different features of e-CRM? (6)

Q6.
a) Why do we need kick-off meeting with implementation of CRM and explain who all are
involved in the meeting? (8)
b) Explain the term "Opt-in:Opt-out". (6)
c) What are the advantages and disadvantages of ASP. (6)

Q7.
a) Differentiate CRM and e-CRM. (8)
b) Explain the importance of CLC in CRM. (6)
c) What are the various logging and monitoring technologies? Explain. (6)

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