

56089

M.B.A. 2 Year 4th Semester (N.S.)

Examination-May, 2015

Customer Relationship Management

Paper-MBA-421

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : The question paper is divided in two sections. Section-A comprising eight short answer type questions (carrying two marks each, which are **compulsory**. Answer to each question should not exceed 50 words normally). Section-B comprising 8 questions (2 questions from each unit). The students are required to attempt **four** questions selecting **one** question from each unit. All questions will carry equal marks

1. Short Answer Type Questions :

- (a) Define Collaborative filtering.
- (b) Enlist different types of CRM.
- (c) What is lead management ?
- (d) Define Marketing Segmentation.
- (e) What is Direct Sales ?
- (f) Define CRM Strategy Intent.
- (g) What do you mean by Customer Retention ?
- (h) Differentiate between E-CRM and CRM.

Section-B

Unit-I

2. What do you know about CRM? Explain how CRM is built in a business organization.

3. Write a note on CRM Architecture.

Unit-II

4. What do you mean by Campaign management ? How CRM draws power to implement customer service during campaign ? <http://www.HaryanaPapers.com>
5. What do you mean by Sales Force Automation ? What are the advantages of sales force automation ?

Unit-III

6. What is analytical CRM ? What does CRM add to a business design ?
7. Explain the process of data warehousing and data mining ?

Unit-IV

8. What do you understand by CRM project management? Bring out the criteria of engaging the employee in a CRM project.
9. What is the process of establishing CRM Performance monitoring systems ? How would you assess the CRM readiness of the company ?