

6. What is the purpose of customer linkage data? Explain how data latency can inhibit organizational efforts? Why companies should enhance data with secondary information?

7. Differentiate between data warehousing and data mining. Which analysis techniques are used in each?

8. Prepare a detailed project on CRM implementation in a fast food organization of your choice.

9. Why do so many CRM projects fail? In order to increase the success of CRM projects what efforts are required from your side?

## II

of customer linkage data latency can inhibit organizational efforts? Why companies should enhance data with secondary information?

data warehousing and data mining. Which analysis techniques are used in each?

## V

project on CRM implementation in a fast food organization of your choice.

projects fail? In order to increase the success of CRM projects what efforts are required from your side?

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**56089**

### **MBA 2 Year 4th Semester (N.S.) Examination- May, 2016**

#### **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 :** Section A is **compulsory**. Attempt any **four** questions from Section B selecting at least **one** question from each unit. All questions carry equal marks.

#### **Section-A**

1. (a) What do you mean by operational CRM?

(b) Is CRM real time marketing?

- (c) What do \_\_\_\_\_ mean by contact management ?
- (d) What is market \_\_\_\_\_ mentation ?
- (e) What do you \_\_\_\_\_ an by customer data integration ?
- (f) What is Russe \_\_\_\_\_ ndex ?
- (g) What do you \_\_\_\_\_ 1 by business process restructuring ?
- (h) What is SaaS ?

**S**      **-B**

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2. Discuss the evolution of CRM till present day. How is it becoming increasingly important for the success of a firm? Can there be any substitute of CRM for a company in modern days ?

3. How many types of CRM are practiced by the companies ? Discuss the architecture of most successful CRM practice.

### Unit-II

4. What is the relationship between sales force automation and CRM ? How SFA implementation benefits an organization ? What problem might be faced by an organization while implementing SFA ?
5. What type of message traffic between customer and supplier do you consider to be particularly suitable for processing in the call centers ? Under what circumstances would you choose outsourcing for call centers ? Is call center more of a cost center than profit center in CRM ? Explain.