

- N.B. :** (1) Q.1 is compulsory. Attempt any **four** from Q.2 to Q.7
 (2) Figures to right indicate full marks.
 (3) Illustrate your answers with real time example and neat diagram wherever necessary.
 (4) Write specific points for your answers.

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| 1. | a. | How can we define CRM in various ways? | 5 |
| | b. | Write any four functions of SFA in detail. | 5 |
| | c. | Write down the functionality of ASP? | 5 |
| | d. | Discuss how the kick-off meeting phase can be helpful to make the implementation phase easy. | 5 |
| 2. | a. | What are the characteristics of BAT and how it is effectively used for personalization and retention of customers? | 8 |
| | b. | Discuss the necessity of requirement gathering phase during the implementation of CRM. | 8 |
| | c. | How can we define e-CRM in various ways? | 4 |
| 3. | a. | Write in detail about the technology used with automated intelligent call routing | 6 |
| | b. | Compare CRM with e-CRM. | 6 |
| | c. | What are the special features of data synchronization? | 6 |
| | d. | Define- Opt-in and Opt-out. | 2 |
| 4. | a. | Explain how the customer life time value can be calculated and the customer life cycle can be managed effectively? | 8 |
| | b. | Write down the advantages of web enablement in the call center. | 8 |
| | c. | What are the various advantages of ASP? | 4 |
| 5. | a. | Explain about the performance of reporting tools and write down the advantages of the same in sales forecasting. | 8 |
| | b. | Explain how the response management is effectively used in E-Marketing and compare the closed loop system with the traditional system. | 8 |
| | c. | Write about IVR&ACD technology with call center. | |
| 6. | | Define the following | |
| | a. | "Segmentation" with EMA | 4 |
| | b. | Personalization | 4 |
| | c. | Events | 4 |
| | d. | Customer life cycle management | 4 |
| | e. | Prototyping | 4 |
| 7. | a. | Write in detail about the CRM technology. | 5 |
| | b. | Discuss the impact of power user beta testing with CRM implementation and how the data can be imported. | 5 |
| | c. | Write a short note on SFA technology. | 5 |
| | d. | Define ASP. | 5 |