Bsc (IT)(Sem II) C·RM
CRM - 2005

Con. 1537-05.

DC-6019

(3 Hours)

[Total Marks : 100]

N.B. : (1) Question No. 1 is compulsory. Attempt any four from Question No. 2 to 7.
(2) Figures to the right indicate full marks.
(3) Illustrate your answers with real time example and neat diagram wherever necessary.
(4) Write specific points for your answers.

1. a. Define CRM. Why it is important for an Organization? 5

b. Who are ASP's? Discuss their role in brief. 5

c. What are the different barriers to successful Sales Force Automation? 5

d. What do you mean by IVR with reference of Call center? 5

2. a. What do you mean by customer life cycle? How we can analyze customer lifetime value (CLV). 8

b. Discuss Data synchronization process for Sales Force Automation. Why a flexible Technology required for it.? 8

c. Discuss the process of Logging and Monitoring with reference of Call Center. 4

3. a. Explain some of core functionality of Sales Force Automation in details. 8

b. Discuss different CRM technology components in detail. 8

c. Illustrate some of characteristics of e-CRM. 4

4. a. Discuss various factors to be considered for the web-enablement of call center. 8

b. Discuss Campaign planning and management with reference of Enterprise Marketing Automation (EMA). 8

c. Discuss the importance of Reporting tools with reference of Sales Force Automation (SFA). 4

5. a. Explain various type of training required during implementation of CRM. 8

b. What is the significance of Kickoff meeting? Who used to participate in this meeting? Discuss their role in detail. 8

c. Explain the process of customization during implementation of CRM. 4

6. a. Explain the process of Prototyping and Proposal Generation while implementing CRM. 8

b. "Cost of retaining old customer is always less than generating new one". Justify this statement with proper example. 8

c. Why most of ASP's advertise 24/7/365 uptime for their customer's. 4

7. Write short notes on following topic:
a. Automated intelligent Call routing. 5
b. Power User Beta Test. 5
c. Loyalty and Retention Program for customer. 5
d. Response Management. 5