

Customer Relationship

Management

2009 October

Science Information Technology

TYBSc-IT

Semester 6

University Exam

University of Mumbai

BSc-IT SEM-VI
CRM

9th Oct 2009

TS-2216

AGJ 30
Con-4071-09.

(3 Hours)

[Total Marks : 100

- N.B. : (1) Question No. 1 is compulsory.
(2) From Question Nos. 2 to 7, attempt any **four** questions.
(3) ~~Make suitable assumptions wherever necessary and state the assumptions made.~~
(4) Answer to the **same** question must be written **together**.
(5) **Numbers to the right** indicates marks.
(6) Draw **neat** labeled diagrams wherever **necessary**.

1. Answer the following questions :-
 - (a) Why there is a rising need for CRM ? 5
 - (b) How can the loyalty of customer be increased ? Explain with an example. 5
 - (c) What are opt-in and opt-out techniques ? Give Examples. 5
 - (d) What are the steps involved in Pre-implementation of CRM ? 5
2.
 - (a) Describe the stages of CRM technology implementation. 8
 - (b) Justify the need for Sales Force Automation. 6
 - (c) Describe the methods in which you can up-sell your customer. 6
3.
 - (a) What is personalization ? Describe the process of personalization. 8
 - (b) What are the facilities provided by Computer Telephony Interface Applications ? 6
 - (c) What do you mean by web-enabling the call center ? What are its functional advantages ? 6
4.
 - (a) Describe the components of Enterprise Marketing Automation. 8
 - (b) Explain the recording requirements handled by logging and monitoring ? 6
 - (c) Write a note on : 6
 - (i) Enterprises Application Integration
 - (ii) Key Features of E-CRM.
5.
 - (a) What are the types of training methods used to training the users ? 8
 - (b) Discuss the technology involved in the automated intelligent call routing process with call centers. 6
 - (c) What is ASP ? What are its types ? 6
6.
 - (a) The members of kick-off meeting have a unique place. Describe their role. 8
 - (b) What is meant by customer life cycle ? What are the various methods to evaluate the customer lifetime values ? 6
 - (c) What are the functions of a Call Center ? Explain. 6
7. MMRM Inc, a leading provider of telecommunications, would like to go for a fully customized 20 sales force automation system. Their main concentration is in opportunity management, pipeline management, lead management, channel management and order tracking.