Customer Relationship Management

2009 May

Science Information Technology

TYBSc-IT

Semester 6

University Exam

University of Mumbai

TYAGc - IT
SFM - VI
Customer Relationship Management LG-7173
363 : D-m
Con. 1320-09.
20th May 2004

(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) "Good customer intelligence can create best customer". Justify the statement.   5
   (b) What are the components of e-CRM ?   5
   (c) What is permission marketing ? Explain.   5
   (d) What are the rules for the privacy standards of an organization ?   5

2. (a) Describe the steps to be followed before implementing CRM.   8
   (b) Explain the six E's associated with e-CRM in any business organization.   6
   (c) Write short notes on :—   6
      (i) Quote generation
      (ii) Data synchronization.

3. (a) Give a detailed description of campaign planning and management.   8
   (b) How to increase the loyalty of customer ? Explain with an example.   6
   (c) Write short notes on :—   6
      (i) Account Management
      (ii) Pipeline Management.

4. (a) Describe the advantage of integrating closed-loop feedback with e-marketing.   8
   (b) What are the requirements for an effective implementation partner ? Explain.   6
   (c) Explain the role of IT staff and integration experts as team members for   6
      implementing CRM.

5. (a) Explain the four phases of any CRM project.   8
   (b) Describe the evolution of ASP.   6
   (c) Explain the beta testing to be carried out while implementing CRM.   6

6. (a) What are the advantages and disadvantages of ASP ?   8
   (b) Explain the functions of sales force automation.   6
   (c) Compare CRM and e-CRM.   6

7. Hi tech CRM wishes to offer a full suite of customer relationship management (CRM)   20
   software specifically made for public transport organizations dealing directly with
   travelers. They are aimed at increasing revenue, travel, customer satisfaction, and
   operational efficiency. State and explain the top five CRM modules which are essential
   to be implemented by Hi Tech CRM.

———————