Customer Relationship Management

2008 October

Science Information Technology

TYBSc-IT

Semester 6

University Exam

University of Mumbai

N.B. : (1) Question No. 1 is **compulsory.**

(2) From Question No. 2 to Question No. 7 attempt any **four** questions.

(3) Make **suitable assumptions** wherever **necessary.**

(4) Answer to the **same** question must be written **together.**

1. Answer the following :

   a) What are the various technical components of CRM ? 5

   b) Differentiate CRM from E –CRM. 5

   c) What are the advantages of data synchronization process with Sales Force Automation (SFA) ? 5

   d) Explain the advantages of web enablement process with call centers. 5

2. a) Why do need to calculate the customer lifetime value ? Explain its impact on business improvement. 8

   b) What are the various dimensions of ECRM ? 8

   c) Explain symbolic relationship between Customer intelligence and CRM. 4

3. a) Give the live examples to explain sales force automation. 8

   b) Explain the process of response management with EMA. 8

   c) Explain how customer satisfaction for call centre is measured. 4

4. a) How the EMA tools improve customer satisfaction ? Explain each tool of EMA in detail. 8

   b) What are the various tools used with SFA technology and explain each in detail ? 8

   c) Explain cross selling with an example. 4

5. a) Define Application service provider. What are the advantages and disadvantages of ASP ? 8

   b) Explain the various technical components used with Call Center. Describe each in details. 8

   c) Explain partner relationship management. 4

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6. a) Who are the people involved in the kickoff meeting and explain each   **8**

   person's role and responsibilities.

   b) Define prototyping. Explain how the prototyping helps to prepare   **8**

   detailed proposals.

   c) Explain Customer Lifecycle.   **4**

7. a) You receive a letter from HAPPY Air Carriers.   **10**

   Mr. XYZ,

   During the past one year you purchased and flew expanded HAPPY
   service departing from Mumbai Airport. We appreciate your business
   with us. To thank, we would like to give you an opportunity to earn
   discount of 80% and save on HAPPY. Earn triple miles and save 20%
   on HAPPY.

   Yours truly,
   Mr. PQR
   Customer Relationship Manager
   HAPPY Air Carriers.

   State all business extracts from the letter and various features that have
   been taken into account for the customer campaign.

   b) What is CRM technology ? Differentiate between Operational,   **10**

   Collaborative and Analytical CRM.

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