

Roll No. ....

Total Pages : 2

**701307**

**December 2022**

**MBA - III SEMESTER**

**Customer Relationship Management (MS-MM-213)**

Time : 3 Hours]

[Max. Marks : 75

*Instructions :*

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

**PART-A**

1. (a) Goal of CRM. (1.5)
- (b) e-CRM. (1.5)
- (c) Field Force Automation. (1.5)
- (d) Lead Management. (1.5)
- (e) Customer Service. (1.5)
- (f) Business Intelligence. (1.5)
- (g) Collaborative CRM. (1.5)
- (h) Key roles of employees in CRM project. (1.5)
- (i) Scope of CRM. (1.5)
- (j) Ethical issues in CRM. (1.5)

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## **PART-B**

2. Draw the architecture of Customer Relationship Management. Also detail types of CRM. (15)
  
  3. (a) What are the pros and cons of Application Service Provider? (7.5)  
(b) Explain the call center and contact operations of operation CRM. (7.5)
  
  4. Illustrate the relationship building strategies by any company. (15)
  
  5. Define Analytical CRM. What are the techniques that can be used for the analysis purpose? (15)
  
  6. (a) Elaborate concept of data warehousing and data mining. (7.5)  
(b) Draw a flow chart and explain step by step stages of key account management. (7.5)
  
  7. Explain the main reasons of failure of CRM. Also discuss the remedies available. (15)
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