

UNIT - III

6. Why is it important to understand the extent to which data is "populated" ? Discuss the measures you would recommend to a company to manage the intrinsic quality of data. What ethics and legality your co. should follow in sharing data ?
7. What is the difference between data warehousing and data mining ? What are various types of data analysis techniques ?

UNIT - IV

8. Prepare a detailed project on CRM implementation in an organization of your choice in banking and insurance sector.
9. Why do so many CRM projects fail ? In order to increase the chance of success of CRM project what efforts are required from your side ?

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(4)

Roll No.

56089

**MBA 2 Year 4th Semester (N.S.)
(Re-appear) Examination-
December, 2016**

CUSTOMER RELATIONSHIP MANAGEMENT

Paper : MBA-421

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : Attempt **five** questions in all. Section-A is **compulsory**. Attempt 4 questions from Section-B, selecting at least **one** question from each unit.

SECTION - A

1. (a) What is collaborative CRM ?

(b) Is IT backbone of CRM ?

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- (c) What is the meaning of lead management ?
- (d) What is market segmentation ?
- (e) What do you mean by data latency ?
- (f) Explain merge/purge in data management under CRM.
- (g) What is a CRM business plan ?
- (h) What is SaaS ?

SECTION - B

UNIT - I

2. How did concept of CRM evolve over time ?
Do you think present day CRM in companies have a strategic importance for their success in market place ?

3. What is the purpose of CRM in a company ?
What are its various types ? Discuss the architecture of most successful CRM practice.

UNIT - II

4. What do you mean by sales force automation ?
How is it related with CRM ? What are its benefits for an organization ?
5. Give reasons for the growth in the size and complexity of work performed in call centres.
Under what circumstances would you choose outsourcing for call centres ? Is call centre more of a cost centre than profit centre in CRM ? Explain.