

Unit-III

6. What is the purpose of customer linkage data ? Explain how data latency can inhibit organizational CRM efforts ? Why companies should enhance their data with secondary information ?
7. Differentiate 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 fast food sector.
9. Why do so many CRM projects fail ? In order to increase the chances of success of CRM project what efforts are required from your side ?

Roll No.

56089

MBA 2 Year 4th Semester (N.S.) Examination- May, 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 : Section A is **compulsory**. Attempt any **four** questions from Section B selecting at least **one** question from each unit. All questions carry equal marks.

Section-A

1. (a) What do you mean by operational CRM ?
(b) Is CRM real time marketing ?

- (c) What do you mean by contact management ?
- (d) What is market segmentation ?
- (e) What do you mean by customer data integration ?
- (f) What is Russell-Soundex ?
- (g) What do you mean by business process restructuring ?
- (h) What is SaaS ?

Section-B

Unit-I

2. Discuss the evolution of CRM till present day. How is it strategically important for success of a firm ? Can there be any substitute of CRM in the company in modern days ?

3. How many types of CRM are practiced by the companies ? Discuss the architecture of most successful CRM practice.

Unit-II

4. What is the relationship between sales force automation and CRM ? How SFA implementation benefits an organization ? What problem might be faced by an organization while implementing SFA ?
5. What type of message traffic between customer and supplier do you consider to be particularly suitable for processing in the call centers ? Under what circumstances would you choose outsourcing for call centers ? Is call center more of a cost center than profit center in CRM ? Explain.