

Date - 27/11/2012

Time - 2 Hrs.

Subject - C.R.M.

Note - 1] All questions are compulsory
2] Figures to right indicates full marks.

Q 1 a) Explain in detail the CRM process frame work. (08)

b) Highlight the role of globalisation on CRM. (07)

OR

Q 1 c) What are the different types of call center technology. (08)

d) Explain in detail web enabled approaches to CRM. (07)

Q 2 a) State the similarities and differences between E-CRM and CRM. (08)

b) What are the six E's in CRM (07)

OR

Q 2 c) Highlight the customers expectations from present days companies. (08)

d) Explain in detail Tarpedo graph. (07)

~~Q 3 a) Compare and contrast traditional response management with e-marketing response management.~~ (08)

b) Explain in detail Campaign management. (07)

OR

Q 3 c) State the steps involved in implementing CRM in insurance companies. (08)

d) Explain customer services at Title industries. (07)

Q 4 Write note on (Any Three) (15)

- ~~a) Data mining tools.~~
- b) Features of e-CRM
- c) CRM principles
- d) E-Campaign management
- e) Key account management

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