

NOTE : 1. All questions are compulsory.
2. Figures to right indicate full marks.

- Q.1. A. Explain in detail Web enabled approaches to CRM. (8)
B. Define traditional approaches to CRM. (7)
(OR)
C. Explain what is the Role of Globalisation on CRM. (8)
D. Explain the CRM process frame work. (7)
- Q.2. A. Write a brief note on data mining applications. (8)
B. What is E-CRM ? Explain its features. (7)
(OR)
C. Explain the components of E-CRM (8)
D. Explain customer service at Titan Industries. (7)
- Q.3. A. Explain the rules of thumb for conducting a customer satisfaction survey. (8)
B. Compare and contrast traditional response management with e-marketing response management. (7)
(OR)
C. Explain in detail PWC Model of MIE. (8)
D. What are the customer expectations from present day companies. (7)
- Q.4. Write short notes on (ANY THREE): (15)
a. Tarpedo graph.
b. CRM principles.
c. E-campaign Management.
d. Automatic call distribution (ACD).
e. Architecture of E-CRM.

-X-X-X-X-X-