National College of Ireland

Masters in Science in Data Analytics – Full-time – Year 1 – MSCDAD_A/ MSCDAD_B
Postgraduate Diploma in Data Analytics – Part-time – Year 1 – PGDDSB1

Semester Two Examinations – 2017/18

Friday 18th May 2018
10.00am – 12.00pm

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Analytical CRM

Dr Geraldine Gray
Mr Vikas Sahni

Answer ALL questions

Duration of exam: 2 hours
Attachments: None

1. (a) What are the salient points of the Behaviorist and Cognitivist approaches to understanding human behavior? In your opinion, is one of these approaches a superset of the other? Justify your answer in detail.

(15 + 5)

(b) Explain in detail how the Leading Sales indicators need to evolve to support a seller organisation's move to higher Sales Maturity Model levels.

(15 - 3 marks per stage)

2. a) What is cross-selling and up-selling? Explain the points in the customer buying process where these can occur with examples for B2B and retail scenarios.

(15 marks)

(b) Discuss the privacy, ethical and data protection issues that must be addressed by Analytical CRM systems.

(20 marks)

3. (a) What is the scope and strength of cultural and social influences on buying behavior?

(15)

(b) Define Pipeline Management and discuss how it is used to manage sales opportunities. Explain the three main components of a sales pipeline.

(15)