**Instructions for writing the Assignment 2:**

* 1. All the assignment questions will the handwritten
  2. You are required to use **A4 size white papers** only for writing (using any other pages or papers will lead to rejection)
  3. Maintain neatness with clear writing
  4. The front page of the assignment should have

Student's IDs; Name; Signatures in front of the names; Date of submission

* 1. Write the question number and questions before answering
  2. Answers for each main question will start from a new page
  3. Staple (pin) all the pages and submit. **Do not use** plastic covers for submission
  4. **Mandatory** – You must **mention** the source of information, author’s name, and references used for writing the assignment (to overcome plagiarism) at the end of the assignment.

The **due date** for submission of the assignment is **18th October (Wednesday) *at the first hour of the scheduled class*.** Late submissions will not be accepted and such students will not be awarded any marks

Note: If any student will not be able to come to the university on the date of submission, you are required to send the assignment through your friends or classmates in the university.

**(5 marks for each question (each sub-question 2.5 marks) – a total of 10 marks)**

Question 1: 5 marks (2.5 marks for each sub-question)

1. **Explain** in detail with **a neat diagram** Michael Porter’s classic model of competition (five force model) (Answer in 1 to 2 pages)
2. **Explain** in detail with a **neat diagram** The Value Chain and Strategic IS (Answer in 1 to 2 pages)

Question 2: 5 marks (2.5 marks for each sub-question)

1. What is **CRM,** draw a **table** showing CRM software capabilities. Explain **Operational** and **Analytical** CRM. (Answer in 1 to 2 pages)
2. Explain in detail the **Enterprise Applications**: New **Opportunities** and **Challenges** (Answer in 1 to 2 pages)