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BSc IT 2008 : CRM

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MUMBAI UNIVERSITY (BSc IT)

CRM-APRIL-2008

Mba 1-07-438

Con. 1613-08.

ST-6022

(3 Hours)

[Total Marks : 100

- Note: (1) Question No. 1 is compulsory
 (2) From Question No. 2 to Question No. 7 attempt any four questions.
 (3) Make suitable assumptions wherever necessary.
 (4) Answer to the same question must be written together.

1 Answer the following:-

- a) What are the various types of CRM technology? 5
 b) Explain pipeline Management. 5
 c) What are the advantages of reporting tools with SFA? 5
 d) Explain the advantages of automated intelligent call routing process with call centers. 5

2. a) What are the various methods to calculate customer lifetime value and explain its impact on business improvement? 8

- b) What are the various dimensions of ECRM 8
 c) Explain Up-selling with an example.. 4

3. a) Write in detail about various technical components of SFA 8

- b) Explain the following with an example 8
 i. Opportunity Management
 ii. Quota Management

c) What is response management? Explain. 4

4. a) Explain in detail about various steps involved with campaign planning and management. 8

- b) Explain the process of response management with EMA. 8
 c) What are the barriers to a successful SFA? 4

5. a) Define Application service provider. What are the advantages and disadvantages of ASP? 8

b) Explain the role of Data warehousing in CRM? How is it beneficial for the organization? 8

c) Write a short note IVR. 4

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6. a) Explain the importance of requirement gathering phase. 8
- b) Differentiate between Contact Managers and CRM applications. 8
- c) "CRM is sophisticated sales management". Do you agree or disagree? 4
- Give comments in support of your opinion.

7. a) You are appointed as the Senior marketing Manager of one of the largest corporate companies of India implementing EMA. Give in detail your plan for 10
- Promotions activities.
 - Event Management
 - Loyalty and retention programs.

- b) Explain in detail the functionality of Sales Force Automation. 10

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