BSc IT 2010 : CRM

Answer key / correct responses on:

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MUMBAI UNIVERSITY (BSc IT)

Con. 1648–10.   CRM - 2010   MB–5608

(3 Hours)   [Total Marks : 100]

N. B.: (1) Question No. 1 is compulsory.
        (2) Attempt any four from Question Nos. 2 to 7.
        (3) Make suitable assumptions wherever necessary and state the assumptions made.
        (4) Answers to the same question must be written together.
        (5) Numbers to the right indicate marks.
        (6) Draw neat labeled diagrams wherever necessary.

1. a) What are the objectives of having stakeholders committee? Explain.   8
   b) Describe the Customer Life cycle with an example   7
   c) Explain the need for electronic CRM. Illustrate with an example.   5

2. a) Explain the various components of E-CRM.   8
   b) Describe the process of Data Synchronization.   7
   c) Brief on Lead management feature of SFA.   5

3. a) Differentiate between cross-selling and up-selling.   8
   b) Differentiate between interruption marketing and permission marketing.   7
   c) What are the characteristics of business analytical tools?   5

4. a) How to make call centers, web enabled? Explain.   8
   b) Explain the members and their roles in vendor's team of a kick-off   7
      meeting.
   c) Describe on the term "Logging and Monitoring"   5

5. a) What are the various steps involved in pre-implementation phase?   8
   b) Describe the CRM training process   7
   c) Describe how Data Identification is important in requirements gathering   5

6. a) Write short notes on: 8
      (i)   ACD (Automatic Call Distribution)
      (ii) IVR (Interactive Voice Response)
   b) What are the features of ASP?   7
   c) What are the limitations of having ASP for CRM implementation?   5

7.   Call centers for providing customer service has a tremendous impact in   20
      the conduct of business in today's competitive business environment.
      The advancement in Information Technology associated with the
      phenomenal growth of Internet has transformed call centers into
      automated computerized help desks. TIMA is a computer Networking
      services company which uses modern Information Technology to enable
      its organization in customer contact management. To implement an
      automated web enabled call center, where software agents encoding
      domain ontology plays the role of the human agents in a traditional call
      center, recommend the modules that need to be incorporated for the
      above situation.