|  |  |
| --- | --- |
| **Unit Code:** | ENSN201 |
| **Type of Assessment:** | Formative Assessment |
| **Length/Duration:** | One page of answer |

**Week 5**

**Questions:**

1. **What is CRM software? What are some important features of a CRM Software? Also provide the details of some popular CRM vendors.**

**Marking Guide (Rubric):**

**Total Marks: 20**

|  |  |  |  |
| --- | --- | --- | --- |
| **Marking Criteria** | **Lecturer Expectation** | **Marks** | **Comments** |
| Analysis | Questions answered and covered in Depth |  |  |
| Concept | Demonstrates good understanding of key concepts |  |  |
| Idea | Original and creative thoughts |  |  |
| Critical Analysis | Critical and evaluative analysis of relative importance of issues |  |  |