

**Paper / Subject Code: 55008 / Customer Relationship Management****(3 Hours)****[Total Marks: 100]**

N.B. (1) Question No. 1 is compulsory

(2) Answer any four questions from Question No.2 to 7

(3) All questions carry equal marks.

Q.1 (A) What is E-CRM, explain in detail characteristics of E-CRM [10]

(B) Explain Campaign Planning & Management? [10]

Q.2 (A) Explain Data synchronization in detail. [10]

(B) Explain Architecture of PeopleSoft CRM? [10]

Q.3 (A) Explain SFA application and its Features? [10]

(B) What modules can be included in CRM? [10]

Q.4 Write Short notes on: [20]

(A) Role of an ASP

(B) Opt-in and Opt-out method of marketing

(C) Kick off meeting

(D) Power user beta testing

Q.5 (A) Explain in detail Different Types of CRM? [10]

(B) List out factors that can be an obstacle for CRM success to an organization? [10]

Q.6 (A) What are the advantages of using CRM on mobile devices? [10]

(B) Explain importance of training in effective implementation of CRM? [10]

Q.7 (A) Explain in detail Computer Telephony Integration (CTI)? [10]

(B) Explain in detail about Prototype and proposal generation. [10]