

MAY 2011

**P/ID 77536/PMDQ**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Describe the importance of CRM for an organisation.
2. What is IVR? Explain its importance with reference to a call centre.
3. Why most of the ASPs advertise 24×7/365 uptime for their customers?
4. Explain the process of customization during implementation of CRM.
5. Write short note on power use Beta Test.
6. Discuss field force automation.
7. What are the barriers in successful SFA?
8. Describe in brief the segmentation in relation to EMA.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Describe customer life cycle. How it can be managed effectively?
10. What are the characteristics of BAT? How it is effectively used for personalization and retention of customers?
11. What is the significance of Kickoff meeting? Who used to participate in this meeting? Discuss their role in detail.
12. Differentiate eCRM Vs CRM and why employ eCRM.
13. Write a note on partner relationship management (PRM).
14. Explain the process of prototyping and proposal generation while implementing CRM.
15. Explain how response management is effectively used in e-marketing and hence compare the closed loop system with the traditional system.
16. Why the cost of retaining old customer is always less than getting new one? Explain with suitable example.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Write an essay on CRM implementation on IT industry with examples.
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