JKXAEF

2	All questions are compulsory. Pigures to the right indicate full marks. Draw diagrams if required.	
Q. 1 a)	What is CRM? State its advantages in detail.	(8
b)	Explain the Past, Present and future of CRM.	(7
	OR	
Q. 1 W	nat are services? status of CRM in India w.r.t. Titan watch company	. (15
Q. 2 a)	What is contact Management? Explain its framework.	(8
b)	Write a note on Relationship Marketing w.r.t. B 2 B and B 2 C Re	elations. (7
	OR	
Q. 2 a)	What are the characteristics of good customer satisfaction survey	? (8
b)	Explain: Types of CRM.	(7
Q. 3 W	nat is e-CRM? Explain e-CRM Architecture. state six E's associated with	e-CRM. (15
	OR	
Q. 3 a)	Evaluate Response Management in detail.	(8
b)	A note on IVRS and its uses.	(7
Q. 4 a)	Explain ACD & its advantages to the user.	3)
b)	Examine the Distinguish between CRM and e-CRM.	(7
	OR	
Q. 4 Sh	ort Notes (Any 3)	(15
1)	Types of call center	
	Implementation of CRM	
2)		

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