

- Note :** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.  
3) 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** What 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 Relations. (7)

**OR**

- Q. 2** a) What are the characteristics of good customer satisfaction survey ? (8)  
b) Explain : Types of CRM. (7)

- Q. 3** What 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. (8)  
b) Examine the Distinguish between CRM and e-CRM. (7)

**OR**

- Q. 4 Short Notes (Any 3)** (15)

- 1) Types of call center
- 2) Implementation of CRM
- 3) CRM in Banks.
- 4) Data Mining.

