

84BI

Oct'09

IJ9-AEP

CRM in BI

Time : 2 hours

Marks : 60

- NOTE :** 1) Attempt all questions.  
2) Figures to the right indicate full marks.  
3) Draw diagrams if required.

**Q. 1** What is CRM ? Discuss the status of CRM in Indian Service Companies.  
Explain CRM strategies of Titan Sales Room. (15)

**Q. 2** a) State similarities between CRM & e-CRM along with point of differences between two. (08)  
b) Write a note on ACD. (07)

**Q. 3** a) What are the types of Voice Message Broadcasting Campaign? (08)  
b) Discuss : Traditional response management and e-marketing. (07)

**OR**

**Q. 3** a) Explain : Key Account Management (05)  
b) State the Components of CRM software (05)  
c) Discuss IVRS with its uses. (05)

**Q. 4** a) Explain campaign management & e-campaign management tool Place with organisation ? (08)  
b) State & explain the concept of data mining. (07)

**OR**

**Q. 4 Write notes on :** (15)  
A) Past, Present and Future of CRM  
B) Types of CRM  
C) "Customer life cycle is always depicted by an ellipse." - Discuss.

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