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Subject Code:- ANC0802

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

M.Tech. (Integrated)

SEM: VIII - THEORY EXAMINATION - (20-- - 20...)

Subject: CRM Fundamentals

Time: 2 Hours

Max. Marks: 50

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- 1-a. The way CRM helps a business identify its most profitable customers [CO1,K1] 1
- (a) By tracking purchase history and customer engagement
 - (b) By analyzing customers' astrological charts
 - (c) By guessing randomly
 - (d) By tracking which customers have the nicest shoes
- 1-b. Customer who makes frequent purchases and recommends the brand to others is exhibiting [CO2.K1] 1
- (a) Passive loyalty
 - (b) Active loyalty
 - (c) Split loyalty
 - (d) Shifting loyalty
- 1-c. The process of gathering requirements for a solution specification should involve [CO3,K1] 1
- (a) Only the technical development team.
 - (b) Stakeholders from various relevant areas
 - (c) Exclusively the end-users of the solution
 - (d) Primarily external consultants
- 1-d. Data integration in a CRM system aims to [CO4,K1] 1
- (a) Combine data from various sources for a comprehensive view

- (b) Increase system complexity
 - (c) Prioritize data security over data access
 - (d) Make data analysis more difficult
- 1-e. Custom development during CRM implementation is often necessary when [CO5,K1] 1
- (a) You want to use CRM features competitors don't have
 - (b) Your processes are highly complex or niche
 - (c) You have a very limited budget
 - (d) Your IT team lacks experience

2. Attempt all parts:-

- 2.a. Describe an example of a successful CRM implementation in an organization.[CO1,K2] 2
- 2.b. Discuss the challenges businesses face when dealing with split loyalty.[CO2,K2] 2
- 2.c. Explain Solution Design and Architecture in the context of CRM systems.[CO3,K2] 2
- 2.d. Differentiate between specifications and requirements in CRM system development.[CO4,K2] 2
- 2.e. List the key stages in a CRM implementation process.[CO5,K1] 2

SECTION-B

15

3. Answer any three of the following:-

- 3-a. Explain how CRM systems can improve customer satisfaction and loyalty. [CO1,K2] 5
- 3-b. Explain the following concepts in the context of CRM: Customer-centricity, Relationship marketing, 360-degree view of the customer [CO2,K2] 5
- 3-c. Design a technological roadmap for implementing data warehouses in CRM systems, outlining the necessary infrastructure, software tools, and data management protocols.[CO3,K2] 5
- 3-d. Discuss an integration strategy for seamlessly connecting CRM with other enterprise applications such as ERP or marketing automation platforms, ensuring data consistency and workflow efficiency [CO4,K2] 5
- 3.e. Discuss potential issues that can arise during CRM deployment and how to mitigate them.[CO5,K2] 5

SECTION-C

20

4. Answer any one of the following:-

- 4-a. Explain CRM core purpose in business.[CO1,K2] 4
- 4-b. Identify ways in which a relationship-oriented organization can use CRM to improve communication.[CO1,K1] 4

5. Answer any one of the following:-

- 5-a. Discuss few applications of CRM systems in improving customer 4

interactions.[CO2,K2]

- 5-b. Discuss the future trends and developments in CRM, considering emerging technologies and strategies that are shaping the future of customer relationship management. [CO2,K2] 4

6. Answer any one of the following:-

- 6-a. Evaluate the different data analysis techniques that can be utilized in CRM systems. Explain any one technique in detail with its pros and cons. (CO3, K2) 4
- 6-b. Discuss the pros and cons of cloud-based CRM solutions compared to on-premises deployments.[CO3,K2] 4

7. Answer any one of the following:-

- 7-a. Discuss the role of data analysis in understanding customer segmentation and targeting within a CRM context.[CO4,K2] 4
- 7-b. Discuss various visualization tools and techniques, and their strengths in aiding decision-making. Provide examples of how poorly chosen visualizations can mislead interpretations.[CO4,K2] 4

8. Answer any one of the following:-

- 8-a. Discuss the challenges of implementing CRM in a mid-sized organization. [CO5,K2] 4
- 8-b. Explain the process of developing a roadmap midstream during CRM implementation.[CO5,K2] 4

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