NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute)

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Uttar Pradesh, Lucknow

MCA

FIRST YEAR (SEMESTER-II) THEORY EXAMINATION   (2020-2021)

(Subjective Type)

Subject Code: AMCA0212   **Max. Mks. : 30**

Subject: CRM using Salesforce   **Time**   **: 50 Minutes**

General Instructions:

All questions are compulsory.

Question No. 1 to 15 are subjective type question carrying 3 marks each. Attempt any 10 out of 15 questions.

Q.No	Question Content	Question Image	Category	Sub Category	Marks	Options Randomization	Type	Difficulty
1	Define strategic CRM?		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant
2	What is service recovery management?		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant
3	Is relationship marketing useful for customer?		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant
4	Define Trailhead and its importance		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant
5	Define project and its role in trailhead		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant
6	Define app and its advantage		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant
7	Define social engineering and its importance in context of security?		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant
8	What are the considerations one should take while creating password?		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant
9	Define Governance. How many key processes are involved in lean governance framework?		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant

Q.No	Question Content	Question Image	Category	Sub Category	Marks	Options Randomization	Type	Difficulty
10	Define Story telling and Why we should use storytelling in business?		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant
11	State the vision of email and social media?		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant
12	Write the practices that one share with his/her manager?		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant
13	Define Virtual Environment and its advantage. How many types of virtual team are there?		Attempt any 10 questions	10 x 3=30	3		Subjective	Smart
14	"Managing our virtual team to be stressful or not stressful". Comment?		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant
15	Where the document Checklist Item component must be added and to which page layout		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant