

Exam-2009

Roll No.

Subject Code—2221

M.B.A. EXAMINATION

(Fourth Semester)

(2 Years New Scheme)

ITM-423

e-CRM

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *Five* questions. All questions carry equal marks.

1. What do you mean by knowledge enabled customer Relationship management ? What kind of infrastructural development is required for KCRM ? 20
2. What is change management ? Describe the major issues involved in managing change. 20
3. How does CRM generate competency in transforming organisations into customer-centric enterprises ? 20

(3-10-6-09)

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Exam-5009

4. What factors are considered for analyzing micro business environment ? Explain each of them. 20
5. Explain the various issues involved in blue printing the technology infrastructure for e-CRM. 20
6. What are various system development methods ? Explain in detail any one of them with suitable example. 20
7. Explain in detail the relationship among knowledge management, e-Business and CRM. 20
8. Explain the major issues involved in building an implementation team for e-CRM. 20