

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 customercentric enterprises ? 20

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 manage Business and CRM. 20
8. Explain the major issues involved in building an implementation team for e-CRM. 20