

Jan. 240

Roll No.

Subject Code—3178-X

M.B.A. EXAMINATION

(Fourth Semester)

(Re-appear)

ITM-423

E-CRM

Time : 3 Hours

Maximum Marks : 100

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

1. How does CRM generate competency in transforming organisations into customer-centric enterprises. 20
2. Discuss the major issues involved in building an implementation team for e-CRM strategies. 20

3. Define relationship marketing and contrast with mass marketing. Explain why relationship capital is the foundation of future business. 20
4. Discuss the major issues involved in customer knowledge management. 20
5. Explain the different phases of knowledge-enabled customer relationship management roadmap. 20
6. Explain in detail the relationship among knowledge management, e-business and CRM. 20
7. What are various system development methods ? Explain in detail any *one* of them with suitable example. 20
8. Write notes on the following :
- (a) Documenting Customer Knowledge
 - (b) Analysis of business environment. 10,10