

Roll No. ....

Subject Code—8204-X

**M.B.A. EXAMINATION**

(Fourth Semester)

(Re-appear Prior to Batch 2009)

ITM-423

e-CRM

*Time : 3 Hours*

*Maximum Marks : 100*

**Section A**

**Note :** Attempt any *Seven* questions. **7×7=49**

1. What is the relationship between KM, e-business and CRM ?
2. What is Customer Knowledge Management ?
3. What are the drawbacks of CRM implementation ?

4. How is CRM and online complaint handling systems related ?
5. Describe the association of CRM technologies and data mining.
6. List out the hidden costs involved in CKM implementation.
7. State the role of Leader in successful e-CRM implementation.

What do you mean by aligning the strategy and technology ?

9. Why one should document the customer knowledge ?
10. List out the critical success factors for building successful e-Business relationships with customers.

### **Section B**

**Note :** Attempt all the questions.

**3×17=51**

11. How internet has been integrated into e-CRM ? Cite basic differences between customer knowledge management and customer relationship management. How Electronic Customer Relationship Management (e-CRM) is used to enhance the business ?

*Or*

The success of any CRM implementation relies on the seamless integration of three crucial components : people, process and technology. Comment.

12. The basis for building effective CRM systems and strategies is to build profitable relationships in the long term that the mutually beneficial and that fulfil promises as customer experience the product or service offering. Comment.

*Or*

Why many of the e-CRM projects fail ? List out the reasons. What are the major problems of e-CRM implementation ? Explain the importance of effective team building and leadership in KCRM projects.

13. Describe the technology framework of Customer Knowledge Management System. Discuss the short term and long term considerations involved in CKM design.

*Or*

How is the CKM technology deployed in e-business environment ? Describe the architectural integration concerns of KCM and strategic policies of an organization.