

Reg No.:_____

Name: :_____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FIFTH TRIMESTER MBA DEGREE EXAMINATION(R&S) , FEBRUARY 2020

Course Code:MKT-T5-11

Course Name: CUSTOMER RELATIONSHIP MANAGEMENT

Max. Marks: 60

Duration: 3 Hours

PART A

Answer all questions. Each question carries 2 marks

Write Short Notes On:

- 1 Data Base Management.
- 2 Automatic Call Distribution.
- 3 Beta Test
- 4 Application Service Provider
- 5 EMA.

(5x2 marks = 10 marks)

PART B

Answer any 3 questions. Each question carries 10 marks

- 6 a) What is SFA? (2)
- b) What are the significant functionalities of SFA? Explain. (8)
- 7 State and explain the components of Enterprise Marketing Automation. (10)
- 8 What is System optimization? Explain. (10)
- 9 State and explain the Advantages and Disadvantages of implementing ASP. (10)
- 10 What is CRM implementing? State and explain the steps of CRM implementing. (10)

(3x10 marks = 30 marks)

PART C

Compulsory question, the question carries 20 marks

- 11 State and explain the Top CRM trends to Explore. (20)
