Subject Code:- ANC0802

Roll. No:

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: VIII - THEORY EXAMINATION - (2023 - 2024)

Subject: CRM Fundamentals

Time: 2 Hours

Printed Page:- 03

General Instructions:

IMP: *Verify that you have received the question paper with the correct course, code, branch etc.*

1. *This Question paper comprises of* **three Sections -A, B, & C.** *It consists of Multiple Choice Questions (MCQ's)* & *Subjective type questions.*

2. *Maximum marks for each question are indicated on right -hand side of each question.*

3. *Illustrate your answers with neat sketches wherever necessary.*

4. Assume suitable data if necessary.

5. *Preferably, write the answers in sequential order.*

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION A

1. Attempt all parts:-

1-a. One of these is a primary way CRM systems generate value through improved 1 efficiency (CO1)

(a) Automating routine tasks and workflows

(b) Predicting winning lottery numbers

(c) Composing persuasive apology letters to customers

(d) Designing aesthetically pleasing websites

- 1-b. CRM support the goal of a company which aims to improve customer 1 satisfaction by(CO2)
 - (a) Automates customer interactions
 - (b) Centralizes customer data for insights
 - (c) Reduces operating costs
 - (d) All of the above
- 1-c. The process of gathering requirements for a solution specification should 1 involve (CO3)

(a) Only the technical development team.

t he

15

Max. Marks: 50

- (b) Stakeholders from various relevant areas
- (c) Exclusively the end-users of the solution
- (d) Primarily external consultants
- 1-d. Acceptance criteria in a solution specification (CO4)
 - (a) Define the conditions under which a solution is deemed acceptable
 - (b) Describe the ideal user experience
 - (c) Set deadlines for the project's milestones
 - (d) Provide legal disclaimers for the development team
- 1-e. A key benefit of starting with a small CRM pilot group is (CO5)
 - (a) It simplifies data migration
 - (b) It reduces licensing costs during implementation
 - (c) It allows for collecting feedback and refining processes
 - (d) It guarantees a successful full-scale rollout

2. Attempt all parts:-

- 2.a. Describe an example of a successful CRM implementation in an 2 organization.(CO1)
- 2.b. Explain two strategies for managing shifting loyalty among customers.(CO2) 2
- 2.c. Define Solution Design and Architecture in the context of CRM systems.(CO3) 2
- 2.d. Differentiate between specifications and requirements in CRM system 2 development.(CO4)
- 2.e. List the key stages in a CRM implementation process.(CO5)
 - SECTION B
 - _

15

2

1

1

3. Answer any three of the following:-

- 3-a. Examine the challenges organizations may face when implementing CRM 5 systems.(CO1)
- 3-b. Describe how relationship marketing tactics can be used to improve customer 5 retention. Include at least one real-world example.(CO2)
- 3.c. Design a comprehensive data governance framework for a CRM system in a 5 healthcare setting. Address issues of data privacy, compliance with regulations (like HIPAA), access controls, and data quality standards.(CO3)
- 3.d. Construct a detailed comparison matrix outlining the advantages and 5 disadvantages of On-Premise and cloud-based CRM systems across different organizational contexts.(CO4)
- 3.e. Provide an example of a post-launch scenario and how you would manage it 5

effectively. Illustrate how testing can identify and resolve potential CRM issues before launching.(CO5)

SECTION C

20

4

4. Answer any one of the following:-

- 4-a. State the key principles of relationship marketing.(CO1)
- 4-b. Discuss how CRM can enhance the dynamics of customer-supplier 4 relationships.(CO1)

5. Answer any one of the following:-

- 5-a. Name four functions of CRM systems in managing customer 4 relationships.(CO2)
- 5-b. Discuss few applications of CRM systems in improving customer 4 interactions.(CO2)

6. Answer any one of the following:-

- 6-a. Evaluate the different data analysis techniques (e.g., predictive analytics, 4 customer sentiment analysis, churn modeling) that can be utilized in CRM systems. Choose one technique and provide a detailed use case scenario demonstrating its application and potential benefits.(CO3)
- 6-b. Critically examine the importance of data visualization in effectively 4 communicating insights derived from CRM data (CO3)

7. Answer any one of the following:-

- 7-a. Explain the three main layers of a typical CRM architecture and briefly explain 4 their roles.(CO4)
- 7-b. Provide specific examples of how data-driven insights can inform marketing 4 strategies and personalized customer experiences.(CO4)

8. Answer any one of the following:-

- 8-a. Discuss the significance of proof-of-concept projects in CRM 4 implementation.(CO5)
- 8-b. Explain the impact of strategic goals on CRM implementation planning.(CO5) 4