



- (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) 1
- (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) 1
- (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 organization.(CO1) 2
- 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 development.(CO4) 2
- 2.e. List the key stages in a CRM implementation process.(CO5) 2

**SECTION B**

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**3. Answer any three of the following:-**

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

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#### 4. Answer any one of the following:-

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

#### 5. Answer any one of the following:-

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

#### 6. Answer any one of the following:-

- 6-a. Evaluate the different data analysis techniques (e.g., predictive analytics, 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) 4
- 6-b. Critically examine the importance of data visualization in effectively communicating insights derived from CRM data (CO3) 4

#### 7. Answer any one of the following:-

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

#### 8. Answer any one of the following:-

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