

Roll No: -----



## UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

Supplementary Examination, December 2018

Program: B.Tech-CSE-ECRA

Subject (Course): E-Customer Relationship Management

Course Code : CSTI 311

No. of page/s: 2

Semester – V

Max. Marks : 100

Duration : 3 Hrs.

SECTION A			
S. No.		Marks	CO
Q 1	Mention the CRM building block, which are responsible as a touch point for customer.	4	CO1
Q 2	Draw the flow chart of data mining technique used in eCRM?	4	CO3
Q 3	Privacy ethics are very important phase of CRM, How and where to implemented	4	CO2
Q 4	What are the types of CRM tools available in market?	4	CO4
Q 5	How meta data are import for better analysis of customer need?	4	CO5
SECTION B			
Q 6	Illustrate the architecture, how Data integration with salesforce CRM using IBM InfoSphere?	10	CO4
Q 7	Highlight all data mining tools available in CRM, Describe their role techniques used.	10	CO3
Q 8	What are the source of data capturing in CRM? Draw the architecture and describe in detail.	10	CO2
Q 9	Cloud based CRM on going adoptive technology used in industry, mention what are the features available in it?	10	CO1
OR			
	There are 10 steps for CRM software selection, mention those also highlight issues and problem with CRM.		CO1
SECTION-C			
Q 10	A paint industry wants implement their CRM. The company is highly reputed company in India has come a long way to become Asia's third largest and India's largest paint company. CRM software was require that allow the company to manage multiple engagement with all stakeholders. CRM will consolidate the important data and bring into single platform to provide 360-degree view. What are the key goal they need to taking in consideration for improving the same?	20	CO5
	Or		
	Customer Relationship Management is a process that companies use in order to improve business relationships with customers. Companies do this by using strategies and technologies to Manage and analyses customer interactions, as well as data, throughout the customer lifecycle. Their aims are to acquire, retain and increase customers. However, the main goal of CRM is to increase customer		CO5

	loyalty and in turn to improve business profitability. What are the key goal they need to taking in consideration for improving the same?		
Q 11	What are the key questions for binding an e-commerce site? In term of basic questions, pricing stock and availability, shipping, payment, and order processing etc.	<b>20</b>	<b>CO5</b>

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### SECTION A

S. No.		Marks	CO
Q 1	What is the standard equation for CRM?	4	CO1
Q 2	What are the key points for CRM analytics?	4	CO3
Q 3	What is the role of internet for today and tomorrow e-commerce product selling?	4	CO2
Q 4	What is the function of web server?	4	CO4
Q 5	What ecommerce software solutions integrate with Salesforce?	4	CO5

### SECTION B

Q 6	Illustrate all the 6 layer architecture of E-Customer Relationship Management.	10	CO4
Q 7	Highlight all the roles and responsibility of e-governance.	10	CO3
Q 8	How e-commerce giants are using AI and marketing?	10	CO2
Q 9	What marketing strategy should follow by the e-commerce?	10	CO1
OR			
	How customer are benefited by CRM? elaborate with a diagram		CO1

### SECTION-C

Q 10	Managing the quality of the customer interaction is no small task. The bank is one of the first financial services institutions (FSIs) that committed itself to a CRM strategy that would give equal emphasis to service and sales. For Royal Bank this means providing customer contact personnel with the information that allows for appropriate decision-making. What are the analytical steps, bank must taking into consideration to ensure that service decisions are standardized	20	CO5
Or			
	Customer Relationship Management is a process that companies use in order to improve business relationships with customers. Companies do this by using strategies and technologies to Manage and analyses customer interactions, as well as data, throughout the customer lifecycle. Their aims are to acquire, retain and increase customers. However, the main goal of CRM is to increase customer loyalty and in turn to improve business profitability. What are the key goal they need to taking in consideration for improving the same?		CO5
Q 11	Mercedes – The Company Historically, Mercedes-Benz was sold in the UK through a franchised network of some 138 dealerships. Each of these was autonomous, with	20	CO5

	<p>the exception of three dealerships owned by the distributor Daimler Chrysler UK (DCUK). DaimlerChrysler had relatively little control over relationships between dealers and customers. Dealers managed their own relationships including customer research, data base management, acquisition and retention processes. What are the key goal they need to taking in consideration for improving the same?</p>		
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