

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2019**

**Course: E-Customer Relationship Management**

**Semester: V**

**Program: B.Tech-CSE-ECRA**

**Time 03 hrs.**

**Course Code: CSER 3002**

**Max. Marks: 100**

**No. of page/s: 2**

**Instructions:**

**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	Explain the key points for CRM analytics.	4	CO3
Q 3	Privacy ethics are very important phase of CRM, How and where to implemented	4	CO2
Q 4	Describe the function of web server?	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 the roles and responsibility of e-governance.	10	CO3
Q 8	Describe the source of data capturing in CRM? Draw the architecture and describe in detail.	10	CO2
Q 9	Explain the marketing strategy to be followed by the e-commerce.	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		CO5

	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?		
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>CO4,C O5</b>