

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**Online End Semester Examination, December 2020**

**Course: Customer Relationship Management**

**Program: Bachelor of Computer Applications**

**Course Code: CSBC 3005**

**Semester: V**

**Time 03 hrs.**

**Max. Marks: 100**

**SECTION A**

- 1. Each question will carry 5 Marks**
- 2. Complete the statements / Select the correct answers**

S. No.		CO
Q 1	The requirement for finished product is known as _____.	CO2
Q 2	Write true or false: KANBAN is not used for small lot sizes.	CO3
Q 3	_____ mode of production is used for high volume goods.	CO2
Q 4	Write true or false: Innovation of the business model plays a key role in the current and future success of companies	CO4
Q 5	Where new business model has been successfully developed, companies gain on average, _____ % increase in return on investment, compared to other forms of innovation	CO4
Q 6	Capacity planning increases _____.	CO3

**SECTION B**

- 1. Each question will carry 10 Marks**
- 2. Instruction: Write short / brief notes. Make diagrams wherever needed.**

Q 7	Discuss the different techniques of handling missing data.	CO2
Q 8	Describe primary and secondary requirements.	CO2
Q 9	Discuss about forward and backward scheduling.	CO3
Q 10	Discuss about the reasons for Lead Time Scheduling.	CO3
Q 11	Explain with reasons why one needs to change business models.	CO4

**SECTION-C**

- 1. Each question carries 20 Marks**
- 2. Instruction: Write long answers. Make diagrams wherever needed.**

Q 12	Show the different steps of evolution of inventory control to present day ERP. Differentiate between business process and functions. (10+10)	CO1
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OR

Discuss in detail the different tasks of Production Planning and Control. Discuss what are the different benefits and goals of production Planning. (10+10)