


Name:			
Enrolment No:			
<b>UNIVERSITY OF PETROLEUM AND ENERGY STUDIES</b> <b>End Semester Examination, May 2022</b>			
<b>Course: Customer Relationship Management</b> <b>Semester: VI</b> <b>Program: BCA (IoT)</b> <b>Course Code: CSBC3005P</b>		<b>Time : 03 hrs.</b> <b>Max. Marks: 100</b>	
<b>Instructions: Attempt All questions.</b>			
<b>SECTION A</b> <b>(5Qx4M=20Marks)</b>			
S. No.		Marks	CO
Q 1	Explain need of CRM in building good relations with customers.	<b>04</b>	<b>CO1</b>
Q 2	Differentiate between MRP and MRP II.	<b>04</b>	<b>CO2</b>
Q 3	Describe ERP and its components.	<b>04</b>	<b>CO2</b>
Q 4	Discuss Make-to-Order and Assemble-to-Order.	<b>04</b>	<b>CO4</b>
Q 5	Illustrate Business Model Baseline for CRM.	<b>04</b>	<b>CO4</b>
<b>SECTION B</b> <b>(4Qx10M= 40 Marks)</b>			
Q 6	Explain types of CRM with an example of each.	<b>10</b>	<b>CO1</b>
Q 7	Elaborate Consumption-Driven Planning and Requirements-Driven Planning in CRM.	<b>10</b>	<b>CO3</b>
Q 8	State the importance of ‘Change’ in business model for dealing with market competition.	<b>10</b>	<b>CO4</b>
Q 9	Describe scheduling in CRM and also identify various types of scheduling processes.  <b>OR</b> Illustrate technological developments in improvement of e-CRM processes.	<b>10</b>	<b>CO3</b>
<b>SECTION-C</b> <b>(2Qx20M=40 Marks)</b>			
Q 10	Discuss following in detail: a) Types of Customers b) SCM	<b>20</b>	<b>CO2</b>
Q 11	Explain Challenges and Future of Customer Relationship Management Systems.  <b>OR</b> State how speed and accuracy of an order affects the customer service.	<b>20</b>	<b>CO3, CO4</b>