K.J. Somaiya Institute of Management Studies & Research
Course: *PGDM-Marketing / MMS -Marketing Batch 2017-19), Tri-VI*
Sub: CRM and e-CRM
(End Term Examination)

Time: 2 Hours   **Marks: 25**   **Date of Exam: 12/01/2019**

Note:
Question No1 is compulsory for 10 Marks. Answer any 3 from the remaining, each carry 5 Marks.

Q1 Explain the CRM Model/Architecture of the Banking or Telecom Industry?

Q2. Describe what Chatbots can do? And explain with examples how Firms are using Chatbots.

Q3. Which are the Factors impacting the Customer Lifetime Value. Explain in detail the 'Drivers of Value' and the 'Detractors of Value'.

Q4. How does Big Data make Dynamic Customer Strategy possible?

Q5. Explain how you can achieve competitive advantage through Customer Relationship Management.

Q6. How can you enable your Salesforce by leveraging technology and using SFA?

END OF PAPER - ALL THE BEST