

➤ Forwarded

Customer Relationship Management

Questions

Section A

1. What is CRM?
2. Write CRM applications
3. What is CRM decision? 4. Write any two principles of CRM.
5. What is building strategy?
6. What is customer retention?
7. What is CRM process? 8. What is e CRM?
9. What is online CRM? 10. What is planning phase?
11. What is CRM architecture?
12. What is data warehousing?
13. What is data mining? 14. What is CRM solution?
15. What is CRM project? 16. What is beta test? 17. What is data import? 18. What is call centre? 19. What is ERP system?
20. What is CTI?

Compiled:-

Dr.B.Baskaran

Associate Professor

8:30 am

Section B and C

1. Write the significance of CRM
2. What are the concepts of CRM?
3. Describe the need of CRM.
4. Explain the CRM applications.
5. Write a note on CRM decisions.
6. Write a note on the myth of customer satisfaction.
7. Write about CRM model.
8. Explain the principles of CRM.
9. Explain the stages of retention.
10. Explain the sequences of retention process.
11. Explain the objectives of CRM process
12. What are the benefits of e-CRM?
13. What are the advantages of online CRM?
14. Write a detailed note on CRM cycle.
15. Explain the modules of CRM
16. Explain the 4 C's of CRM process.
17. What are the weakness of e-crm?
18. What are the IT tools in CRM?
19. Write a detailed note on data warehousing technology.
20. How to understand data mining process?
21. Explain the benefits of CRM architecture in sales and productivity.
22. Write a detailed note on CRM over internet
23. How to choose the right CRM solutions?
24. Explain the process of implementing CRM

CRM

25. Explain the five phases of CRM projects.
26. How beta test and data import plays a vital role in the development of customisation?
27. Write a detailed note on system optimisation and follow up.
28. Explain client/server CRM model.
29. What are the uses of CRM in call centres?
30. Explain the benefits of computer telephony integration (CTI).
31. Write a detailed note on integration of CRM with ERP systems.

Compiled. Dr.B.Baskaran
Associate Professor

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2:21 pm ✓