Or

What are the uses of knowledge audit ? What are the agencies of knowledge enablers ? State the importance of knowledge management framework. **11**

Subject Code—0294

M.B.A. EXAMINATION

(Fourth Semester)

(Batch 2009-2017 Main/Re-appear)

E-CRM

ITM-423

Time : 3 *Hours*   *Maximum Marks :* 70

Section A

Note : Attempt any *Seven* questions.   **7×5=35**

1. Distinguish between Data, Information and Knowledge.

2. What is Customer Knowledge Management ?

3. What is the relationship between KM, e-business and CRM ?

4. What are the Drivers to Knowledge Management ?

5. What are the Key Challenges to Knowledge Management ?

6. How is CRM and online complaint handling systems related ?

7. Describe the association of CRM Technologies and data mining

8. Justify the CRM projects in a business-to-business context.

9. Why one should document the customer knowledge ?

10. What do you mean by aligning the strategy and technology ?

Section B

Note : Attempt all the questions.

11. Clarify the concept of Electronic Customer Relationship Management (e-CRM) and explain how e-CRM is used to improve the performances of business organizations. **12**

Or

The success of any CRM implementation relies on the seamless integration of three crucial components : people, process and technology. Comment.

12. Elaborate the KCRM strategic framework.

Or

How is the CKM technology deployed in e-business environment ? Describe the architectural integration concerns of KCM and strategic policies of an organization. **12**

13. Why many of the e-CRM projects fails ? List out the reasons. What are the major problems of c-CRM implementation ? Explain the importance of effective team building and leadership in KCRM projects.