Unit IV

8. (a) What design challenges are involved in creating KCRM technology blueprint ? **7**

(b) What hidden cost do businesses run the risk of discovering much later in the implementation processes ? **7**

9. (a) Why should one choose to build a system instead of buying it ? Under what circumstances would you do the opposite ? **7**

(b) What are some of the traditional big-bang methods for software development ? What problems are faced when applied to e-Business, knowledge management and KCRM problems ? **7**

Roll No. .... **Exam Code : J-19**

Subject Code—0327

M.B.A. EXAMINATION

(Batch 2018 Onwards for Lateral Entry)

(Fourth Semester)

e-CRM

ITM-423

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

Note : Attempt *Five* questions in all, selecting *one* question from each Unit. Q. No. **1** is compulsory. All questions carry equal marks.

1. Explain the following :

(a) Customer Knowledge Integration

(b) Why e-Business is different

(c) KCRM Roadmap

(d) Gap Analysis

(e) Constaints in audit and analysis stage

(f) Technology blueprint

(g) Result driven incrementalism. **7×2**

Unit I

2. What is Knowledge Management ? Why should e-Businesses care about knowledge management any more than their brick-and-mortar counterparts did ? **14**

3. What is so new about the New Economy ? How is the New Economy different from the Digital Economy, if at all ? **14**

Unit II

4. (a) Why do we use the capability classification framework ? Why we bother ? **7**

(b) What is the problem in three-year strategic plans in e-Business ? Why don't they work anymore ? **7**

5. (a) What characterististics of digital capital make it valuable ? Why can we not always management these characteristics well ? **7**

(b) What is interoperability and its significance in developing e-Business systems ? Why do you think that e-Business both creates and solve many interoperability problems ? **7**

Unit III

6. (a) How does audit and analysis of existing knowledge and relationship assets contribute to strategy formulation ? **7**

(b) What is the role of senior management in the project team ? **7**

7. (a) What are the four quadrants of capability framework and what do they mean ? **7**

(b) Who are the key stakeholders in an KCRM implementation team ? **7**