

MARKETING GROUP

Course: CRM & Sales Management

Credit: 2

Last Submission Date: October 31, (for January Session)

April 30 (for July session)

Max. Marks:-30

Min. Marks:-12

Note:-attempt all questions.

- Que.1 What do you mean by customer relationship management ? Discuss the strategies for building effective relationship with a customer.
- Que.2 What is enterprise –wide CRM? Briefly explain its features, advantages and disadvantages.
- Que.3 What do you understand by customer acquisition and customer relation. Also Discuss version starting of customer acquisition and customer relation.
- Que.4 Briefly explain the various attributes of CRM measurement framework.
- Que.5 What do you mean by sales force automation? Also discuss the important features of sales force automation system .
- Que.6 What do you mean by CRM in B2B market also discuss the process of Implementation of CRM in B2B market .
- Que.7 What are the challenges in CRM ? How can these challenges be tackled?
- Que.8 Compare and contrast the various types of sales organisation structure.
- Que.9 Suppose you are the sales trainer in an organisation .what steps would you take to Ensure that salesmen are trained well and they learn properly ?
- Que.10 Write short note on :-
- (1) Sales budget
 - (2) Sales audit
 - (3) Principles sales evaluation