


Name:			
Enrolment No:			
UPES End Semester Examination, December 2023			
Course: E-Customer Relationship Management (eCRM) Program: BTECH CSE Course Code: CSER4007P		Semester: 7 Time : 03 hrs. Max. Marks: 100	
Instructions: Attempt all questions			
SECTION A (5Qx4M=20Marks)			
S. No.		Marks	CO
Q1	"Superior customer service would be the only differentiator in the coming days". Comment.	4	CO2
Q2	Describe the tasks of Production Planning and Control in your own words	4	CO1
Q3	Define CRM value chain in detail.	4	CO2
Q4	Give a through description of capacity planning in Make-to-Order Production.	4	CO2
Q5	Discuss 'service quality' as a concept.	4	CO1
SECTION B (4Qx10M= 40 Marks)			
Q6	Discuss some techniques or elements of production planning and control	10	CO3
Q7	Discuss 6 components of customer order cycle.	10	CO3
Q8	Employee Relationship Management (ERM) is a new buzzword after Customer Relationship Management (CRM). Comment.	10	CO2
Q9	Discuss CRM in detail. OR How would you develop a service quality measurement scale for hospitality industry?	10	CO1
SECTION-C (2Qx20M=40 Marks)			
Q10	Discuss the Taxonomy of Business Models. Also explain 9 different elements of business models in detail. What are the prominent methods of assessing customer satisfaction? Explain. Or Explain business model in detail. What challenges a business model faces.	20	CO5

Q11	Explain MRP and MRP II. Brief of some MRP Types. Discuss few characteristic basic modules in an MRP II systems. Discuss some Advantages and Disadvantages of MTO and ATO	20	CO4
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