

AS PER AP-CBCS SYLLABUS 2023-2024

COMPUTER APPLICATIONS(MAJOR/MINOR)

3RD YEAR – SEMESTER - V

CUSTOMER RELATIONSHIP MANAGEMENT

(Common to All Universities in AP)

UNIT I: INTRODUCTION TO CRM AND ECRM

Definition, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM, CRM technology components, Difference between CRM and eCRM, features of eCRM.

UNIT – II: SALES FORCE AUTOMATIONS (SFA)

Definition and need of SFA, barriers to successful SFA functionality, technological aspect of SFA, data synchronization, flexibility and performance, reporting tools.

UNIT-III: ENTERPRISE MARKETING AUTOMATION (EMA)

Components of EMA, marketing campaign, campaign planning and management, business analytic tools, EMA components (promotions, events loyalty and retention programs), response management.

UNIT-IV: CALL CENTER

Meaning, customer interaction, the functionality, technological implementation, what is ACD (Automatic

Call Distribution), IVR (Interactive Voice Response), CTI (Computer Telephony Integration), web enabling the call center, automated intelligent call routing, logging & monitoring.

UNIT-V: IMPLEMENTING CRM

Pre implementation, kick off meeting, requirements gathering, prototyping and detailed proposal generation, development of customization, Power use beta test and data import, training, roll out and system hand off, ongoing support, system optimization, and follow up.



IMPORTANT QUESTIONS

LEVEL – 1

UNIT-I: INTRODUCTION TO CRM AND ECRM

- ❖ Define Customer Relationship Management (CRM) and explain its importance in today's business environment.1
- ❖ Discuss the key factors responsible for the growth of CRM in recent years.3
- ❖ Describe the CRM process and its stages in managing customer relationships.5
- ❖ Explain the CRM framework and its components.7
- ❖ Analyze the various benefits organizations can achieve by implementing CRM systems.9
- ❖ Describe the different types of CRM and their relevance in business operations.13
- ❖ Discuss the technological components that support CRM systems and their functionalities.16
- ❖ Explain the concept of eCRM and its features in comparison with traditional CRM.18

UNIT-II: SALES FORCE AUTOMATIONS (SFA)

- ❖ Define Sales Force Automation (SFA) and explain its role in modern sales management.34

- ❖ Analyze the key barriers to successful SFA functionality and how they can be overcome.....38
- ❖ Describe the technological aspects of SFA systems and how they support sales activities.40
- ❖ Explain the importance of data synchronization in SFA and its impact on sales effectiveness.42
- ❖ Discuss the various reporting tools used in SFA and how they help in decision-making.46
- ❖ Examine how SFA contributes to customer relationship management and sales forecasting.48
- ❖ Identify the major components of a Sales Force Automation system and their functions.50
- ❖ Explain the challenges organizations face during the implementation and integration of SFA systems.52

UNIT-III: ENTERPRISE MARKETING AUTOMATION (EMA)

- ❖ Define Enterprise Marketing Automation (EMA) and explain its importance in digital marketing.64
- ❖ Discuss the key components of EMA and their roles in automating marketing functions.66
- ❖ Describe the process of planning and managing marketing campaigns using EMA tools.68
- ❖ Analyze the role of business analytics tools in EMA for improving marketing strategies.72
- ❖ Discuss how EMA facilitates the organization and execution of marketing events.76

- ❖ Explain the role of EMA in developing and managing customer loyalty programs.78
- ❖ Describe how EMA contributes to customer retention through automated programs.80
- ❖ Examine the importance of response management in EMA and its impact on campaign effectiveness.83

UNIT-IV: CALL CENTER

- ❖ Define a call center and explain its role in customer service and business communication.95
- ❖ Discuss how call centers facilitate effective customer interaction and support.97
- ❖ Describe the key functionalities of a call center and their impact on customer experience.100
- ❖ Explain the technological implementation of call centers in modern business environments.102
- ❖ What is Automatic Call Distribution (ACD)? Discuss its purpose and benefits in a call center. ...104
- ❖ Define Interactive Voice Response (IVR) and explain how it improves call handling.107
- ❖ Analyze the process and benefits of automated intelligent call routing in call centers.113
- ❖ Explain the significance of logging and monitoring in managing call center quality and efficiency.115

UNIT-V: IMPLEMENTING CRM

- ❖ Explain the step-by-step process involved in implementing a Customer Relationship Management (CRM) system.128
- ❖ Describe the significance of the pre-implementation phase in CRM deployment.130
- ❖ Discuss the purpose and outcomes of a CRM kick-off meeting.132
- ❖ Explain the role of requirements gathering in successful CRM implementation.135
- ❖ Describe how prototyping helps in refining CRM system requirements and functionalities.136
- ❖ Discuss the Power User Beta Test phase and its role in identifying system issues before full rollout.142
- ❖ Describe the process and challenges of data import during CRM implementation.144
- ❖ Discuss the importance of training end-users and administrators in the use of the new CRM system.146
- ❖ Define system hand-off and discuss its significance in transitioning from development to operations.149
- ❖ Analyze the role of ongoing support in ensuring long-term CRM system success.151
- ❖ Discuss system optimization and how it enhances CRM performance after deployment.153
- ❖ Explain the importance of follow-up and review after CRM implementation to ensure business alignment.155

LEVEL - 2

- ❖ Differentiate between CRM and eCRM, highlighting their unique features and applications.12
- ❖ Evaluate how CRM helps in improving customer satisfaction, loyalty, and retention.20
- ❖ Discuss the need for implementing SFA in sales operations and its impact on productivity.36
- ❖ Evaluate the significance of flexibility and performance in SFA tools for sales teams.44
- ❖ Explain how campaign management is enhanced through EMA systems.70
- ❖ Evaluate how EMA supports promotions and targeted marketing efforts.74
- ❖ Describe Computer Telephony Integration (CTI) and its importance in enhancing call center performance.109
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- ❖ Explain the steps involved in rolling out the CRM system organization-wide.147



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UNIT-I: INTRODUCTION TO CRM AND ECRM

LONG ANSWER QUESTIONS

1. Define Customer Relationship Management (CRM) and explain its importance in today's business environment.1
2. Discuss the key factors responsible for the growth of CRM in recent years.3
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7. Describe the different types of CRM and their relevance in business operations.13
8. Discuss the technological components that support CRM systems and their functionalities.16
9. Explain the concept of eCRM and its features in comparison with traditional CRM.18
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8. Examine how SFA contributes to customer relationship management and sales forecasting.48

9. Identify the major components of a Sales Force Automation system and their functions.50
10. Explain the challenges organizations face during the implementation and integration of SFA systems.....52

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