

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2019

Course: Customer Relationship Management

Program: BCA

Course Code: CSBC 3005

Semester: V

Time 03 hrs.

Max. Marks: 100

Instructions:

SECTION A

S. No.		Marks	CO
1	Discuss the benefits and shortcomings of production planning in CRM.	04	CO1
2	Explain the core application systems in any manufacturing company.	04	CO4
3	Describe the approach used in product life cycle management (PLM) for production processes.	04	CO3
4	What are the major benefit of material requirements planning (MRP). How closed loop concept help the MRP.	04	CO2
5	Mention any four business applications of CRM.	04	CO5

SECTION B

6	Discuss the master data structures used in business information system for MRP. Discuss its different categories.	10	CO4
7	Discuss the term "Part master data play a central role in every manufacturing application system". Describe the important attributes of master data.	10	CO3
8	Differentiate types of bills of materials (BOM) exhibit different structures. Discuss the benefits of using BOM.	10	CO1
9	Discuss about the significance of customer relationship management to its stakeholders in detail. Or Explicate the CRM strategic planning process with the suitable example. How it is effectively works in retaining customer base?	10	CO5

SECTION-C

10	Discuss the evolution of information systems in an organization. How can the use of ERP systems remove information or functional silos in organizations?	20	CO2
11	Write short notes on following (i) Data Mining for CRM. (ii) Closed Loop MRP to MRP II OR Write short notes on following (i) Lead-Time Scheduling vs Lead-Time Reduction (ii) Role of interactive technologies in CRM.	20	CO5