

<b>Name:</b>	
<b>Enrolment No:</b>	

**UPES**  
**End Semester Examination, May 2023**

**Course: Customer Relationship Management** **Semester: 6<sup>th</sup>**  
**Program: BCA** **Time: 03 hrs.**  
**Course Code: MKTG3001** **Max. Marks: 100**

**Instructions: All Questions are compulsory. Please attempt the questions in serial order.**

**SECTION A**  
**(5Qx4M=20Marks)**

S. No.	Question	Marks	CO
Q 1	How has CRM evolved in the past decade? List some primary changes and their effect.	4	CO1
Q2	What is the difference between CRM and ERP?	4	CO1
Q3	What is business application software? Describe scope of any two business software.	4	CO1
Q4	Describe Business Process Modeling and Notation (BPMN) with one example?	4	CO2
Q5	Discuss various types of business processes and their needs.	4	CO3

**SECTION B**  
**(4Qx10M= 40 Marks)**

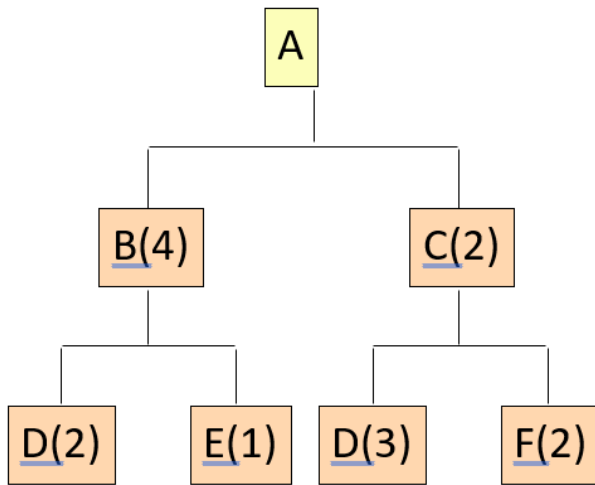
Q6	What is the importance of production planning and control? Describe various steps that are needed for production planning and control.	10	CO3
Q7	What is Master production Schedule (MPS) and why it is beneficial for manufacturer?	10	CO3
Q8	How is master data important for material requirement planning (MRP)? Explain some important master data with an example that are used in MRP.	10	CO2
Q9	Explain product costing techniques make-to-order and make-to-stock with one example each.	10	CO2
	<b>OR</b>		
	Why do we use advanced planning and scheduling (APS)? How does advanced planning and scheduling systems enhance the business of an organization?		

**SECTION-C**  
**(2Qx20M=40 Marks)**

Q10	Amazon is a good example of a company with a successful business model. Analyze the main pillars of Amazon's business model with examples that can improve other business model also.	20	CO4
Q11	What are the key components of strong business models? What are the four key guidelines for B2B executives to consider when re-evaluating a business model.	20	CO4
	<b>OR</b>		

Given the product structure tree for “A” and the lead time and demand information below, provide a materials requirements plan that defines the number of units of each component and when they will be needed?

Product Structure Tree for Assembly A



Lead Times

A	1 day
B	2 days
C	1 day
D	3 days
E	4 days
F	1 day

Total Unit Demand

Day 10	50 A
Day 8	20 B (Spares)
Day 6	15 D (Spares)