S. Y. B. SC. (I.T) (NEP) Semester IV

Marks : 60 **Sub : Industry and Service Management (III)** **Time : 2 Hours**

Note : Write any four question from the following.

Q.1. Answer the following. **(15)**

a) What is CRM ? Explain importance of CRM in modern business.

b) Explain the role of project manager in CRM projects

Q.2. Answer the following. **(15)**

a) Explain in detail Sales force Automation.

b) Explain understanding customer needs in project.

Q.3. Answer the following. **(15)**

a) Define CRM projects goals and objectives using SMART Criteria

b) Writ note on Gantt chart and PERT use in CRM.

Q.4. Answer the following : **(15)**

a) What is e-CRM ? explain the features of e-CRM.

b) What is Data Mining ? & Its use in CRM

Q.5. Answer the following : **(15)**

a) Define project and explain five features of project.

b) Explain Techniques for fostering Trust and Transparency.

Q.6. Answer the following : **(15)**

a) Explain identifying risks in CRM project.

b) Explain Best practices in CRM Project Management.

ECONOMICS

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S.Y.BSc.IT - Sem IV - NEP - Medical Exam - Mar' 2026

SANGAM COLLEGE OF COMMERCE & ECONOMICS

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SANGHVI COLLEGE OF COMMERCE & ECONOMICS MUMBAI

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COMMERCE & ECONOMICS

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