

Assessment # 12

Total Marks: 30

Answer the following questions:

- Q: 1:** Short Questions (12)
- I. Define Customer Relationship Management (CRM).
 - II. What is included in CRM theory?
 - III. Describe Requirement-Driven Product Selection Process.
 - IV. Explain the real purpose of creating customer scenarios.
 - V. Describe the required members when developing a team.
 - VI. How are ASPs helpful in customer retention?
- Q: 2:** Discuss the various types of Customer Relationship Management (CRM). (5)
- Q: 3:** Describe various technical requirements. Explain, giving examples (5)
- Q: 4:** Discuss the basic steps for creating customer scenarios. (4)
- Q: 5:** What are Customer Life Cycles? Why are they important for CRM? (4)