

Unit IV

8. (a) What design challenges are involved in creating KCRM technology blueprint ? 7
(b) What hidden cost do businesses run the risk of discovering much later in the implementation processes ? 7
9. (a) Why should one choose to build a system instead of buying it ? Under what circumstances would you do the opposite ? 7
(b) What are some of the traditional big-bang methods for software development ? What problems are faced when applied to e-Business, knowledge management and KCRM problems ? 7

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Roll No.

Exam Code : J-19

Subject Code—0327

M.B.A. EXAMINATION

(Batch 2018 Onwards for Lateral Entry)

(Fourth Semester)

e-CRM

ITM-423

Time : 3 Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all, selecting *one* question from each Unit. Q. No. **1** is compulsory. All questions carry equal marks.

1. Explain the following :

- (a) Customer Knowledge Integration
- (b) Why e-Business is different
- (c) KCRM Roadmap
- (d) Gap Analysis
- (e) Constaints in audit and analysis stage

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- (f) Technology blueprint
- (g) Result driven incrementalism. 7×2

Unit I

- 2. What is Knowledge Management ? Why should e-Businesses care about knowledge management any more than their brick-and-mortar counterparts did ? 14
- 3. What is so new about the New Economy ? How is the New Economy different from the Digital Economy, if at all ? 14

Unit II

- 4. (a) Why do we use the capability classification framework ? Why we bother ? 7
- (b) What is the problem in three-year strategic plans in e-Business ? Why don't they work anymore ? 7

- 5. (a) What characteristics of digital capital make it valuable ? Why can we not always management these characteristics well ? 7
- (b) What is interoperability and its significance in developing e-Business systems ? Why do you think that e-Business both creates and solve many interoperability problems ? 7

Unit III

- 6. (a) How does audit and analysis of existing knowledge and relationship assets contribute to strategy formulation ? 7
- (b) What is the role of senior management in the project team ? 7
- 7. (a) What are the four quadrants of capability framework and what do they mean ? 7
- (b) Who are the key stakeholders in an KCRM implementation team ? 7