

Answer the following questions:

Q: 1: Short Questions (15)

- I. Define Customer Relationship Management (CRM).
- II. What is included in CRM theory?
- III. Describe Requirement-Driven Product Selection Process.

Q: 2: Discuss the various types of Customer Relationship Management (CRM). (7)

Q: 3: Describe various technical requirements. Explain, giving examples (8)