

ASSESSMENT**Total Marks: 30**

Answer the following questions:

Q: 1: Short Questions

(15)

- I. Explain the real purpose of creating customer scenarios.
- II. Describe the required members when developing a team.
- III. How are ASPs helpful in customer retention?

Q: 2: Discuss the basic steps for creating customer scenarios.

(7)

Q: 3: What are Customer Life Cycles? Why are they important for CRM?

(8)