Day: Monday   Time: 10.00 am to 12.00 Noon
Date: 20/05/2019   **S-2019-1317**   Max Marks. 40

N.B.:
   1)   Attempt **ANY FIVE** questions.
   2)   Figures to the **RIGHT** indicate **FULL** marks.
   3)   Draw neat **DIAGRAM** wherever necessary.

Q.1   Why do enterprises need CRM? What types of solutions will be provided   **(08)**
by SIEBEL? Explain.

Q.2   Explain the concept of 'LOCALIZATION' and 'INTEGRATION' in   **(08)**
SIEBEL.

Q.3   What are EAI and EIM? Explain their significances in SIEBEL CRM.   **(08)**

Q.4   Explain the concept of scheduling in SIEBEL. What are different types of   **(08)**
scheduling?

Q.5   Explain SIEBEL e-Business application architecture in detail.   **(08)**

Q.6   What are 'Business Component' and 'Business Object'?   **(08)**

Q.7   Explain the concepts of 'LOV' and 'MVG' in SIEBEL.   **(08)**

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