

B.Sc. (I. T.) Sem. - VI (2011 Course) : WINTER - 2018
SUBJECT: ELECTIVE: SIEBEL CRM

Day: Friday
Date: 07/12/2018

W-2018-1115

Time: 10.00 am to 12.00 Noon
Max Marks. 40

N.B.:

- 1) Attempt **ANY FIVE** questions.
 - 2) Figures to the **RIGHT** indicate **FULL** marks.
 - 3) Draw neat **DIAGRAM** wherever necessary.
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- Q.1** Explain SIEBEL enterprise architecture with schematic diagram and explain the functionality of each tier. **(08)**
- Q.2** Differentiate between 'LINK' and 'JOIN' with scenario and example. **(08)**
- Q.3** What is EAI? Explain its applications in real world working. **(08)**
- Q.4** Briefly explain how SIEBEL maintains 'data integrity'? **(08)**
- Q.5** What do you understand by CRM systems? Explain the concept and types of CRM systems. **(08)**
- Q.6** What are 'Business Component' and 'Business Object'? **(08)**
- Q.7** Explain the agent 'EIM' in SIEBEL. **(08)**

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