

CRM General Interview Questions And Answers Guide.



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CRM General Job Interview Preparation Guide.

Question # 1

What all back end integrations are required in crm marketing?

Answer:-

You will require groupware integration mainly and also mail integration.

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Question # 2

How will we come to know that our crm projects has been transferred to r/3?

Answer:-

In marketing plan u 'll have administartion data tab there u can see the status of projects whether they are transfered to r/3 or BW also

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Question # 3

What information can a CRM projects collect?

Answer:-

CRM(ICWC) projects collect customer details,service information which it provides to customers.

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Question # 4

How does a CRM help business to grow?

Answer:-

CRM strategies that go beyond technology, helping companies acquire and retain customers, build lasting relationships, improve loyalty, gain insight, and implement customer-focused strategies. It enables companies to become customer-centric enterprises, helping them drive new growth, maintain competitive agility, and attain operational excellence.

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Question # 5

What is a CRM? Where it is primary used?

Answer:-

CRM means Customer Relationship Management.

Mostly it deals with Customers and Thier Contacts,Addressess ando so on.

Includin this services,finance,sales,marketing is there.

It is for loyalty, and Profitability and so on.

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Question # 6

On which platform, campaign automation functionality can be activated?



Answer:-

JAVA APPLET

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Question # 7

What is the difference between MIS and ERP?

Answer:-

MIS

- .Management Information System
- .Generates reports on user demand
- .MIS for the Decision making reports
- .Collect data form all department then generate the report as user require

ERP

- .Enterprise Resource Planning
- .Mostly used in Manufacturing Organizations
- .Each Department have its own activity
- .user friendly with high cost factor
- .All departments Modules are separate activity w.r.t their work

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Question # 8

How we do business partner enhancing in sap crm

What is the diff between b.p role and customer master?

Answer:-

we can enhance business partner via visual configuration tool(VCT) transaction code is bupt .And the difference is BP roles are used to determine screen sequences and field control, where as customer master is the database which store all data about the customers.

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Question # 9

Define a CRM and what are its uses?

Answer:-

The process of learning more about customer's needs such as information about customers , sales, marketing effectiveness, responsiveness and market trends is known as Customer Relationship Management shortly it can be called as CRM.

Uses of CRM :

It helps businesses use technology and human resources to know about the behavior and values of customers.

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Question # 10

Can we execute a campaign simultaneously for 2 target groups?

Answer:-

yes we can execute at a time

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Question # 11

Explain what are the parameters of FD32?

Answer:-

FD32 IS Maintaining credit management records here we can give the amount of the customer how much he is having credit limit

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