

**SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)**  
**Ph D ENTRANCE TEST**

**The Sample questions of Systems**

1. The campaign management systems in CRM has the following sequentially arranged functionalities.
  - a. Customer Interaction, Opportunities identification, Relationship planning, Campaign management, Measuring and Evaluating.
  - b. Opportunities identification, Relationship planning, Campaign management, Customer Interaction, Measuring and Evaluating.
  - c. Opportunities identification, Relationship planning, Customer Interaction, Measuring and Evaluating, Campaign management.
  - d. Relationship planning, Campaign management, Customer Interaction, Measuring and Evaluating, Opportunities identification.

**Answer: (b)**

Customer Relationship Management, Ed Peelen, Pearson (Reprint 2014)

2. The processes that focus on upstream interactions between the enterprise and its suppliers is discussed under the \_\_\_\_\_ classification of supply chain processes.
  - a. Supplier Collaboration Network
  - b. Customer Relationship Management
  - c. Supplier Network Planning
  - d. Supplier Relationship Management

**Answer: (d)**

Supply Chain Management – Strategy, Planning and Operation, Sunil Chopra, Peter Meindl & DV Kalra, Pearson (2013)

3. With SaaS, the same ERP software version serves different customers providing one operating environment for several customers. This is referred to as
  - a. Multi-Channel architecture
  - b. Multi-Partner architecture
  - c. Multi-Tenant architecture
  - d. Multi-Product architecture

**Answer: (c)**

Enterprise Resource Planning – Text & Cases, Rajesh Ray, McGraw Hill, 2011

4. In a reverse-auction model of business, buyers drive business transactions by bidding for the best prices and offers, as in the case of an airline ticketing website. This is popularly known as \_\_\_\_\_.
- a. Business-to-Customer
  - b. Customer-to-Customer
  - c. Customer-to-Business
  - d. Government-to-Citizen

**Answer: (c)**

5. Companies like Amazon, eBay etc., have opened their applications so that some of their features can be integrated or combined with other software to create new useful applications. This is commonly known as \_\_\_\_\_.
- a. Mashups
  - b. Hashtags
  - c. Debugging
  - d. Hypermedia

**Answer: (a)**

Management Information System, Eefy Oz, Cengage Learning (Reprint, 2016).