



MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code : BBAE-604 Customer Acquisition & Vendor Development

UPID : 006840

Time Allotted : 3 Hours

Full Marks :70

The Figures in the margin indicate full marks.

Candidate are required to give their answers in their own words as far as practicable

Group-A (Very Short Answer Type Question)

1. Answer *any ten* of the following :

[1 x 10 = 10]

- (I) What is an interview?
- (II) What is Customer Acquisition?
- (III) What is LIFO in supply chain management?
- (IV) Define the term 'Project'?
- (V) Define the term 'early finish date'.
- (VI) What is human resource information system?
- (VII) What is customer engagement?
- (VIII) Define the term 'logistics'.
- (IX) What is the process of assigning work to the people in project management?
- (X) Mention one role of Risk assessment in project management?
- (XI) What is career development?
- (XII) Define the term 'Personalized Marketing'.

Group-B (Short Answer Type Question)

Answer *any three* of the following :

[5 x 3 = 15]

2. What are the various steps used to create a Project Schedule? [5]
3. What are the various challenges in tracking the project? [5]
4. How does strategic human resource management function in an organization? [5]
5. What are the various customer acquisition strategies? [5]
6. How do you manage project cost? Discuss any two ways of managing project cost. [5]

Group-C (Long Answer Type Question)

Answer *any three* of the following :

[15 x 3 = 45]

7. How does customer acquisition strategies help in sustainable business growth?. Elaborate in your own words. [15]
8. What are the various barriers in Supplier (Vendor) Management? [15]
9. What are the ideal precautions to be taken while making a project management plan? [15]
10. What are the various ways to manage multiple projects optimally? or How to optimize multiple projects? [15]
11. (a) What are the various possible reasons for the failure of a project? [10]
(b) Discuss some ways to get rid of them? [5]

*** END OF PAPER ***