

Ans a) Customer Relationship Management (CRM) :- (5)

It is an approach to managing a Company's interaction with Current and potential Customers. It uses data analysis about customer's history with a Company to improve business relationships with Customers, specifically focusing on customer retention and ultimately driving sales growth. One important aspect of the CRM approach is the systems of CRM that compile data from a range of different Communication channels, including a Company's website, telephone, email, live chat, marketing materials and more recently, social media.

b) Representative of Information System :-

An information System (IS) is a formal, Sociotechnical, Organizational system designed to collect, process, store, and distribute information. In a Sociotechnical perspective, information systems are composed by four components: task, people, structure (or roles), and technology. Information System is an academic study of systems with a specific reference to information and the complementary networks of hardware and software that people and organizations use to collect, filter, process and organizations use to create data and also distribute.