

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.Sc.CGS - END SEMESTER EXAMINATIONS - NOV'2024

SEMESTER - V

21UCGCT5008 - Client Relationship Management

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain the role of the Service Now platform in IT Service Management (ITSM).
2. Illustrate the importance of dictionary overrides in Service Now.
3. Describe the differences between Incident Management and Problem Management.
4. Describe how client scripts interact with the Client-Side API to enhance user experience.
5. Explain the concept of UI action parameters.
6. Differentiate inbound and outbound notifications and their use cases.
7. What is Flow Designer, and how is it used to create and visualize work flows?
8. What is ITSM Virtual Agent, and how does it interact with Service Now?

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Demonstrate how to create a new user in Service Now and assign them to a group and role.
10. Discuss UI Policies and Data Policies in detail.
11. Describe the different types of Glide AJAX requests and their use cases. How can you handle errors and exceptions in Glide AJAX calls.
12. How can you effectively utilize VTB Agent Intelligence to improve agent performance and customer satisfaction?
13. How can you train ITSM Virtual Agent to understand natural language queries and provide accurate responses?
