Customer Relationship Management
In e-Business

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DECLARATION

I hereby declare that the work reported in this thesis entitled **Customer Relationship Management in e- Business** submitted to Office of The Dean, Faculty of Management, Tribhuvan University is my original work done in the form of partial fulfillment of the requirements for the degree of Master of Business Studies (MBS) under the supervision of Dr. Bhoj Raj Aryal, Central Department of Management, Tribhuvan University.

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ABBREVIATIONS

B2B:	Business to Business
B2C:	Business to Customer
CEO:	Chief Executive Officer
CRM :	Customer Relationship Management
DFD :	Data Flow Diagram
E-Business:	Electronic Business
eCRM:	Electronic Customer Relationship Management
E-R:	Entity Relationship
ERP:	Enterprise Resource Planning
Ibid:	Ibidem
ICT:	Information and Communication Technology
IT:	Information Technology
IVR:	Interactive Voice Response
NCC:	Nepal Computer Center
SMS:	Short Message Service
T.U.:	Tribhuvan University
TV :	Television
UK:	United Kingdom
URLs:	Uniform Resource Locators
USA:	United States of America
VIP:	Very Important Person