

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.Cs with CGS - END SEMESTER EXAMINATIONS - NOVEMBER 2025
SEMESTER - V

23UCGCT5007 - Client Relationship Management

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

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

1. (a) Define Assignment Rules in ServiceNow and explain how they automate task assignment.
(b) Briefly describe the purpose of the Schema Map and Dictionary Entries in managing platform data structure
2. You are configuring a form to hide a field when another field's value is "No".
(a) Identify the suitable Client Script type for this requirement.
(b) Use the g_form API to write a script that hides the target field.
3. Apply Client Glide APIs to auto-fill a form field based on user input. Illustrate how a Client Script can be used to implement this functionality with a practical example.
4. Describe the key aspect of business rules in ServiceNow. Explain it briefly with examples.
5. Explain the purpose of ITSM virtual agent in ServiceNow and how it enhance services offered to IT Service Consumers.
6. Describe how Client Scripts, UI Policies, and Script Includes work together to manage a catalog item request.
(a) Classify three script types and their typical use cases.
(b) Describe a scenario where Script Include is preferred over Client Script or Business Rule.
7. Briefly describe how can we custom applications with Automate Test Framework (ATF). Explain the key features & benefits of ATF.
8. Distinguish between server-side script types in ServiceNow and justify their roles in ITSM automation.

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Section C

Answer any **THREE** questions (3 × 10 = 30 Marks)

9. Illustrate the role of an intermediate-level ServiceNow Administrator in managing platform data and user access.
 - (a) Explain Assignment Rules and their use in task automation.
 - (b) Describe how Tables, Columns, Dictionary Entries, and the Schema Map are interconnected, with an example.
 - (c) Classify users, groups, and roles, and explain how they are managed within the platform.
10. Apply your understanding of System Properties in ServiceNow to configure platform behavior for ITSM modules.
 - (b) Provide a scenario where modifying a system property enhances security or functionality in Incident or Change Management.
 - (c) Explain how a system property can be accessed and used within a Client Script.
11. Examine the use of Client Scripts and Client Glide APIs in resolving client-side form behavior issues.
 - (a) Differentiate between Client Scripts and UI Policies. When is one preferred over the other?
 - (b) Justify the use of g_form and g_user APIs with examples.
 - (c) Recommend a use case where GlideAjax with Script Include is used to fetch server-side data on a form.
12.
 - (a) Illustrate the concepts of Service level Agreement (SLA) in ServiceNow.
 - (b) Create a SLA based on incident priority levels within ServiceNow platform.
13. Explain the concept of performance analysis in ServiceNow and discuss its significance in improving organizational performance.
