FINALTERM EXAMINATION
Spring 2010
Mkt610 Customer Relationship Management (Session - 3)

Ref No: 1344120
Time: 90 min

Question No: 1 Within the context of a supply chain, _____ is the ability of a logistics system to satisfy users in terms of time, dependability, communication and convenience.

► **Customer service**
► Just-in-time inventory
► Distribution management
► Replenishment

Question No: 2 Which of the following is the description of good sales people?

► On-site support
► Problem solver
► Organized
► Empathetic

Question No: 3 Operational customer relationship management supports which one of the following functions?

► Customer campaigns
► **Front Office**

► Data mining
► Effective interaction

Question No: 4 Which of the following processes is **MOST** critical to the success of the firm?
► Resource-allocation
► Manufacturing and distribution
► Payment and billing
► **Customer support/handling (because customers tell u what are their demands)**

Question No: 5 Which of the following refers to the "lowest" level of strategy?
► Financial strategies
► Marketing strategies
► **Operational strategies**
► HR strategies

Question No: 6 The skill to stimulate someone to take action refers to which of the following?
► Skill to foresee
► **Skill to speed up response**
► Skill to listen
► Skill to induce

Question No: 7 Which of the following is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market?
► Segmenting
► **Positioning**
► Targeting
► Imaging

Question No: 8 The customer relationship involves tracking the full range of interactions with prospects and customers **EXCEPT:**
► Customer service and support interaction
► Sales interaction
► Marketing interaction
► **Higher management activities**

Question No: 9 Which of the following process consists of the buying and selling of products or services over electronic systems such as the internet and other computer networks?
► E-mail Marketing
► Web Personalization
► Sales force Automation
► **E-commerce**

Question No: 10 Salesforce.com was one of the first to deliver customer relationship management (CRM) software over the internet. Many companies are using CRM to create more sales with existing customers. All of these companies are banking on the increasing importance of _____ as a growing source of sales.
► Media convergence
► Distribution elasticity
► E-commerce
►**Sales force automation**

Question No: 11 Front Office CRM Systems covering real-time aspects of sales related activity is referred to as:
►**Sales Force Automation**
► CRM Customer Services
► CRM Customer Communications
► Automated Marketing

Question No: 12 Which of the following is **NOT** a characteristic of the Business-to-Business arena?
► Large markets
► Wide geographic spread
► Complex buyer behavior
► **Low volume of transactions**

Question No: 13 The phase in the selling process in which the salesperson gathers as much information about the prospective client before the sales call is called:
►Prospecting
►Targeting
► The approach
► **Pre-approach**

Question No: 14 Negotiation is a give and take activity in which both parties try to shape a deal that satisfies both of them; it reflects which one of the following negotiation?
► Standard negotiation
► **Co-operative negotiation**
► Collusive negotiations
► Competitive negotiation

Question No: 15 "Lead tracking, distribution and management" are functional components of which of the following?
►**Marketing application**
► Sales application
► Support application
► Customer service
Question No: 16 Electronic booksellers like amazon.com and barnesandnoble.com are likely to enjoy strong sales in the future because books are a product category that:
► Can be delivered digitally
► Are highly standardized
► Require audio or video demonstration
► **Do not require pre-purchase trial**

Question No: 17 which of the following is the application of insight to create relevant interaction or communication with consumers, customer's channels suppliers and partners that build value relationships?
► Combine
► Correlate
► Cognize
► **Connect**

Question No: 18"The process to impart information from a sender to a receiver with the use of a medium" reflects which one of the following concepts?
► Channel
► Decoding
► **Communication**
► Message

Question No: 19 The ability to communicate effectively:
► **Can be learned**

► Depends on the education level of those around you
► Depends on not using technology to send messages
► Is a natural talent that cannot be learned

Question No: 20 A good, service, or idea consisting of a bundle of tangible and intangible attributes that can satisfy consumers is called a:
► Commodity
► **Product**
► Durable good
► Nondurable good 5
Question No: 21 The target market for cookbooks is predominantly female and over 25 while the readership for comic books is mainly males between the ages of 15 to20. This is important _____ information for a publisher to know.
► Psychographic
► Socioeconomic
► **Demographic**
► Geographic
Question No: 22 Customer satisfaction with the purchase of a product is dependent upon what?
► **The product's performance relative to the buyer's expectations**
► The product's performance relative to the price
► The product's performance relative to the service
► The product's performance relative to the quality

Question No: 23 A loyal customer has which kind of the relationship with the organization?
► No relationship
► Indifferent relationship
► **Emotional relationship**
► Transactional relationship

Question No: 24 Which of the following tracks all the steps in the sales process?
► None of the given options
► SCM
► **SFA**
► CRM

Question No: 25 In property development, customer relationship is based on which of the following factors?
► Attitudes
► Money
► **Trust**
► Convenience
Question No: 26 Which of the following does not drive the growth of direct marketing?
►**Technology** doubted
► Customer perceptions
► Poduct
► Market changes

Question No: 27 which of the following is **NOT** a benefit of direct marketing?
► Convenience
► Interactive
►Customer relationship building
► **Assists client prospecting**

Question No: 28 Inquisitive is the characteristic of which of the following category?
► Hypocritical mood customer
► Complaining mood customer
►**Objection mood customer**
► Indifference mood customer

Question No: 29 Which of the following is a person's pattern of living as expressed in his or her psychographics?
► Social class
►**Lifestyle**
► Culture
► Personality

Question No: 30 The buyer-supplier relationship characterized by a close cooperative relationship where the seller adapts to meet the customer's needs without expecting much adaptation or change on the part of the customer in exchange is referred to:
► **Customer is king**
►Buyer-supplier relationship is transctional

► Supplier is king
► None of the given options

Question No: 31 Internal strengths and weaknesses are usually referred to as:
► Uncontrollable activities within an organization
►**Controllable activities within an organization**
► Most important for shareholders and stakeholders
► Important as external opportunities and threats

Question No: 32 Karen's company just finished meeting with the consultants who delivered a 4-year plan of renovation for a company. Which part of the strategic landscape has been described in this statement?
► Strategy assessment
► Strategy implementation
►**Strategy formulation**
► Strategy initiation

Question No: 33 When an organization understands the psyche of people at large scale through research and marketing activities towards organization and product is known as:
► Formulation and implementation of an organization's procedures
► Good-will through a two way communication process
► Coordination of communications programs public
► **Evaluation of public attitudes and opinions**

Question No: 34 After shopping at www.americangirl.com , Mr.A received an e-mail from the online retailer of dolls and doll accessories that told him when the doll would be shipped and when it should arrive at him house. The e-mail is an important element of which one of the seven elements of web design?
► Content
► Clarity
► Customization
► **Communication** doubted

Question No: 35 identify which is **NOT** the part of Modules of CRM?
► Advanced technologies
► Functional components
► **Financial components**
► Channels

Question No: 36 In which of the following phase of CRM, a business relies on CRM software tools and databases to help the company proactively identify and reward its most loyal and profitable customers to expand their business via targeted marketing and relationship marketing programs.

► Satisfied
► **Retain**
►All of the given options
► Acquire

Question No: 37 The changing demographics of global consumers has tremendous implications on the nature of opportunities for organizations. In view of this which of the following statements in incorrect.

►Global marketers need to face up to the challenges.
► **This can only be regarded as a major threat to the survival of today's organizations as it will bring significant costs to them.**
► There has been a reduction in birth rates in many developed economies.
► Businesses need to develop and market products and services that cater to the changing needs of the ageing consumers.

http://www.oup.com/uk/orc/bin/9780199239429/01student/mcqs/ch01/?view=Standard

Question No: 38 Which of the following is the best example of a people-based service?

► Vending machines
► Airlines
► Appliance repair
► Movie theaters 9

Question No: 39 Any single product or service can deliver:

► Same benefits to different customers
► Same benefits to delighted customers
► **Different benefits to different customers**
► Same benefits to loyal customers

Question No: 40 In a recent agreement with South African Fruit Growers Cooperative, UPS contracted to transport its produce to supermarkets in Great Britain. In marketing terminology, the supermarkets are an example of _____, and the people who buy the fruit are examples of _____.

► Ultimate consumers; organizational buyers

► Organizational users; individual users
► **Broad markets; narrow markets**
► Organizational buyers; ultimate consumers

Question No: 41 it is likely that global competition will become more fiercely intensive because:
► **Organizations are forming alliances with other market players.**
► Competitors are becoming more aggressive.
► Competitors can seemingly access any international market and compete freely.
► Competitors are increasing in size and have more resources to compete.

Question No: 42 Which one of the following options is **NOT** considered a major area on which customer relationship management focuses?
► Expansion of customer base
► Reduction of advertising costs
► **Gaining new customers but no focus on existing ones**
► Personal information gathering and processing

Question No: 1 Which one of the following options drives the utility of product?
- **Consumer**
- Customer and consumer
- Buyer
- Customer

Question No: 2 Customer complaints are helpful for organization because resolution of complaints leads to stronger relationship. Following are the benefits of customer complaints **EXCEPT:**
- Increase customer satisfaction
- **Create nuisance**
- Improve product efficiency
- Improve sales services

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Question No: 3 Recognize which of the following is an acronym of TCCP.
- Total customer convenience program
- **Total customer care program**
- Total customer commitment program
- Total customer courtesy program

Question No: 4 Customer services department is responsible of providing services at which time?

- Before purchase and after purchase
- At the time of purchase
- Before purchase
- **After purchase**

Question No: 5 What happened immediately after World War II?

- Values of customer service increased
- Nothing happened
- **Power of supplier increased**
- Power of customer increased

Question No: 6 Which one of the following statements is **TRUE** in context of customer relationship management (CRM)?

- CRM is one of the smallest functions of many business functions
- **CRM is the only principal function of the firm to achieve customer satisfaction**
- A firm can practice marketing without CRM to achieve customer satisfaction
- CRM is included in all the different business functions to achieve customer satisfaction

Question No: 7 Which of the following is included in effective listening?

- **Confirming one understands a message**
- Showing biased behaviors
- Filtering out points of disagreement
- Criticizing on each point of the speaker

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Question No: 8 An organization's strengths and weaknesses are determined relative to which of the following?

- **Suppliers**
- Competitors
- Government
- Customers

Question No: 9 Which one of the following tasks is **NOT** concerned with strategy implementation?

- **Situational analysis**
- Managing the process

- Responsibility of specific tasks
- Allocation of sufficient resources

Question No: 10 Companies often fail to analyze brands, competitor s activities and pricing strategies that having impact on their products and customers. This statement reflects which one of the following failures of strategic plans?

- Failure to obtain senior management commitment
- Poor communications
- Failure to coordinate
- **Inability to predict environmental reaction**

Question No: 11 Which one of the following concepts deals with the same product available in different weights?

- Proliferation of labeling
- Proliferation of imaging
- **Proliferation of packaging**
- Proliferation of brand

Question No: 12 The customer left to use the specific product because of late supplies of the product. This defection refers to which one of the following reasons?

- Dissatisfied with the product
- Dissatisfied with the sales person
- Displeasure at the point of purchase
- **Dissatisfied with the elements of marketing mix**

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Question No: 13 In property development, customer relationship is based on which of the following factors?

- Attitudes
- Money
- **Trust**
- Convenience

Question No: 14 Which one of the following sets **MOST** accurately describes public relations?

- High cost, low credibility and low control
- High cost, high credibility and high control
- High cost, low credibility and high control
- Low cost, high credibility and low control

Question No: 15 All of the following statements are principles of communication **EXCEPT:**

- Communication is a process
- Communication is verbal or non-verbal
- **Communication is static**
- Communication is a system

Question No: 16 The main public relations activities are:

- Direct marketing
- Publicity and event management
- Print advertising
- Personal selling doubted

Question No: 17 Customized marketing program designed to build long-term relationships with individual customers is known as:

- **One to one marketing**
- Telemarketing
- Advertising
- Direct marketing

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Question No: 18 Which of the following is a non-personal form of promotion that is delivered through selected media outlets that, under most circumstances, require the marketer to pay for message placement?

- Advertising
- **Word of mouth**
- Direct mail
- Publicity

Question No: 19 The term product should be broadly interpreted to encompass:

- All intangible items
- Tangible items and issues
- All tangible items
- **Information, services, ideas and issues**

Question No: 20 Customer relationship management is considered as:

- A process
- A product
- Process and product both

- **A tool**

Question No: 21 The largest medium for direct response is:

- Telemarketing
- Broadcast
- Door-to-door
- **Mail**

Question No: 22 Which of the following is **NOT** a benefit of direct marketing?

- Convenience
- Interactive
- Customer relationship building
- **Assists client prospecting**

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Question No: 23 Which one of the following reflects e-commerce for buyer point of view?

- Has no impact on transaction costs
- Has no impact on product prices
- Increases product prices
- Reduces product prices

Question No: 24 Which of the following is **NOT** a characteristic of the Business-to-Business arena?

- Large markets
- Wide geographic spread
- Complex buyer behavior
- **Low volume of transactions**

Question No: 25 A customer-centered company is one that focuses upon the customer developments in designing its marketing strategies and on delivering superior value to its target customers. What are the things that customer-centered companies need to do **EXCEPT:**

- Build customer relationships
- Deliver superior value to their target customers
- Provide quality products to customers
- **Only focused on product selling**

Question No: 26 The website www.disneystore.com offer customers speedy checkout. Once you enter your password and click on the checkout button,

the screen will ask that you confirm your address and the last four digits of your credit card. The user is not asked for any other input after the first time (although he or she is given an opportunity to modify any information). This example shows which one of the following concepts?

- Spam
- Market aggregation
- **Personalization**
- Guerrilla marketing

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Question No: 27 Which of the following statements about online consumers is **TRUE?**

- Online consumers are the subsegment of all internet users who employ this technology to research products and to make purchases.
- All internet users who employ this technology to research products and to make purchases are a subsegment of online consumers.
- As a group, online consumers tend to be poorer than all Internet users who employ this technology to research products and to make purchases.
- Fewer than 20 percent of internet/web users have ever even considered becoming online consumers.

Question No: 28 The final process selection step determines how the CRM product will move through the system? How should the process flow be with the existing organization system is the part of which of the following?

- **Process flow choice**
- Slight technological changes
- Specific component choice
- Major technological changes

Question No: 29 Scott Cut-lip, Allen Center and Glen Broom describe the public relations process in how many steps?

- Five
- Three
- **Four**
- Two

Question No: 30 Electronic business is the use of the Internet, other networks and information technologies to support which of the following?

- **Customer service management**
- Enterprise communication and collaboration

- All of the given options
- Electronic commerce

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Question No: 31 The process to impart information from a sender to a receiver with the use of a medium reflects which one of the following concepts?

- Channel
- Decoding
- **Communication**
- Message

Question No: 32 Improvement in listening skills results in which of the following?

- **Paraphrase**
- Continue to talk
- Avoid eye contact
- Interrupt with questions

Question No: 33 Avoid repetition reflects which one of the following?

- Consideration
- Completeness
- Concreteness
- **Conciseness**

Question No: 34 Customer relationship management affects:

- **All individuals, all organizations and all industries**
- All individuals, some organizations and all industries
- All individuals, all organizations and some industries
- Some individuals, all organizations and all industries

Question No: 35 Departmental stores often conduct surveys to understand the lifestyles of consumers in nearby neighborhoods. What customer characteristic is being used in this type of segmentation?

- Benefits sought
- **Psychographic**
- Socioeconomic
- Demographic

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Question No: 36 Customer satisfaction with the purchase of a product is dependent upon what?

- **The product's performance relative to the buyer's expectations**
- The product's performance relative to the price
- The product's performance relative to the service
- The product's performance relative to the quality

Question No: 38 All are the characteristics of Rejection mood customer **EXCEPT:**

- Straightforward
- **Callous**
- Analytical
- Decisive

Question No: 39 Potential saboteurs presents _____ customers.

- Delighted
- Loyal
- **Dissatisfied**
- Satisfied

Question No: 40 When the aim of the promotion, while introducing a new consumer product is to achieve high awareness levels, the firm will most likely make heavy use of which one of the following promotional mix?

- Publicity
- Personal selling
- **Sales promotion**
- Advertising

Question No: 41 The consumer can obtain information from any of several sources **EXCEPT:**

- Public
- **Attitude**
- Commercial
- Personal

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Question No: 42 Which of the following is a person s pattern of living as expressed in his or her psychographics?

- Social class
- **Lifestyle**
- Culture
- Personality

Question No: 1 The Holiday Inn state that If a customer has a need or want, we fill it. is an example of a:

- Business unit goals
- Goal of a business segment
- Business unit mission
- **Marketing objectives**

Question No: 2 Which of the following statements best describes the company's competitive strategy?

- **The specific actions management plans to take to gain a competitive advantage over rivals**
- The adoption of a unique position in the marketplace through targeting a specific market and marketing mix
- How it plans to unify its functional and operating strategies into a cohesive effort aimed at successfully taking customers away
- Its plans for under-pricing rivals and achieving product superiority

Question No: 3 Customer relationship management (CRM) program improves customer service by facilitating communication **EXCEPT** which one of the following ways?

- Provide a user-friendly mechanism
- **Divert attention of customer**
- Identify potential problems quickly
- Provide product information

Question No: 4 Western dominance was first time challenged by which one of the following countries?

- China
- Korea
- USA
- **Japan**

Question No: 5 Customer metrics include all of the following **EXCEPT:**

- Profitability
- Customer satisfaction
- **Market share**
- Innovation

Question No: 6 the centralized storage (in a data warehouse) of all information relevant to customer interaction refers to which of the following concepts?

- **Database**
- Workflow
- Scalability
- Collaborative CRM

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Question No: 7 Data encryption and the destruction of records to ensure that they are not stolen or abused refers to which of the following technical functionality?

- Scalability
- **Customer privacy considerations**
- Data base
- Workflow

Question No: 8 General Insurance uses "the umbrella" to communicate protection to its customers. This illustrates the company's attempt to help customers understand the service by:

- Utilizing publicity techniques to enhance the service
- **Personal selling of the service**
- Emphasizing tangible cues in promoting the service
- Distributing the service directly through televisio

Question No: 9 Which of the following is a technique that might be used by an active listener?

- Offer his point of view during conversation
- Paraphrase the speaker's meaning
- Express concern to speaker
- **Explain the speaker's meaning**

Question No: 10 when someone in conversation spends more time trying to figure out what they are going to say next than they do listening, he or she could be called as:

- **Self-absorbed listener**
- Wise listener
- A reactive listener
- An experienced listener

Question No: 11 Logic and reasoning are the characteristics of which of the following listening?

- Critical listening
- Active listening
- **Empathetic listening**
- Inactive listening

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Question No: 12 which one of the following is **NOT** a good indicator of how well a company's present strategy is working?

- **Whether the company's resource strengths and competitive capabilities outweigh its resource weaknesses and competitive vulnerabilities.**
- Whether the company's profit margins are increasing or decreasing and how large they are relative to other firms in the industry.
- Whether the company is regarded as a leader in some significant area (technology, product quality, product innovation etc) and the firm's image and reputation with customers.
- The company's market share ranking and whether its share is trending up, down or staying more or less the same.

Question No: 13 Which one of the following categories refers the customers who are loyal with product family name?

- Loyalty towards Sales Persons
- Loyalty towards Organization
- Loyalty towards Stores
- **Loyalty towards Brands**

Question No: 14 In terms of the communication process, the _____ for the information in the Visible Lift makeup advertisement is GARNIER, its manufacturer.

- **Source**
- Feedback
- Awareness
- Message

Question No: 15 The main public relations activities are:

- Direct marketing
- Publicity and event management
- Print advertising
- **Personal selling**

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Question No: 16 Audiences for public relations are: p54

- Employees
- Supplier
- Dealer
- Local Authorities

Question No: 17 When a lobby group hides its true purpose and support base, it is known as:

- A back group
- Spin group
- Astroturf
- **A front group**

Question No: 18 The term product should be broadly interpreted to encompass:

- All intangible items
- Tangible items and issues
- All tangible items
- **Information, services, ideas and issues**

Question No: 19 The five competing concepts under which an organization can choose to conduct its marketing activities include all of the following **EXCEPT:**

- The production concept
- The marketing concept
- **The marketing management concept**
- The selling concept

Question No: 20 Which of the following is **NOT** a characteristic of relationship marketing?

- The frequency of the exchanges between customers and sellers
- **The intensity of the exchanges between customers and sellers**
- The long-term nature of exchanges between customers and sellers
- The importance of the product in exchanges between customers and sellers

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Question No: 21 To sustain a customer relationship, a customer care center must monitor:

- Customer s needs and satisfaction

- **Customers needs, satisfaction and then respond to customer life-cycle changes**
- How many times customers call with a compliant
- How many new products they buy each year

Question No: 22 Which of the following is **NOT** a benefit, customers generally experience from direct marketing?

- Time saving
- Reduced prices
- **Convenient shopping**
- Customized offers

Question No: 23 Which one of the following reflects e-commerce for seller point of view?

- Has no impact on transaction costs
- Has no impact on product prices
- Increases transaction costs
- Reduces transaction costs

Question No: 24 Which one of the following reflects e-commerce for buyer point of view?

- Has no impact on transaction costs
- has no impact on product prices
- Increases product prices
- **Reduces product prices**

Question No: 25 the _____of e-commerce has forced changes in the strategic planning process.

- **Speed**
- Size
- Complexity
- Expense

27

Question No: 26 Salesforce.com was one of the first to deliver customer relationship management (CRM) software over the internet. Many companies are using CRM to create more sales with existing customers. All of these companies are banking on the increasing importance of _____ as a growing source of sales.

- Media convergence
- Distribution elasticity

- E-commerce
- **Sales force automation**

Question No: 27 It is difficult to generalize about the specific tasks of sales management, as they will obviously vary in different organizations. Which of the following areas are commonly found?

- Sales planning; strategy formulation; recruiting sales people; motivation of sales staff; training sales staff
- Strategy formulation; recruiting sales people; motivation of sales staff
- Sales planning; motivation of sales staff; training sales staff
- Sales planning; strategy formulation; recruiting sales people; motivation of sales staff

Question No: 28 The major purpose of the sales people approach is to:

- Gather facts about the prospect s authority to buy your product.
- **Capture the prospect s full attention and build interest in the product.**
- Encourage the prospect to buy your product.
- Build desire for your product.

Question No: 29 As the level of competition increases, especially in the case of a mature product, sales people must look more carefully into the _____ product.

- **Potential**
- Value-added
- Generic
- Expected

Question No: 30 The home page for urdu.com, a website for locating everything needed for a wedding, contains several links to other websites that an engaged couple might need including a travel agency, a linen store, a wedding gown retailer, and several other formal links. between the website and other related websites. The urdu.com's customer experience includes:

- Convenience
- Control
- Connection
- Community

Question No: 31 Scott Cut-lip, Allen Center and Glen Broom describe the public relations process in how many steps?

- Five
- Three
- **Four**
- Two

Question No: 32 In which of the following phase of CRM, a business relies on CRM software tools and databases to help the company proactively identify and reward its most loyal and profitable customers to expand their business via targeted marketing and relationship marketing programs.

- Satisfied
- **Retain**
- All of the given options
- Acquire

Question No: 33 Which of the following is **NOT** the part of CRM objectives?

- Promote Sales Executives Retention
- **Increased Cost of Sales**
- Improve Win Probability
- Increased Revenue

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Question No: 34 Which one of the following reflects the term Utility?

- A branch of scientific study
- A company that performs a public service
- **The benefits or customer value received by users of the product**
- An economic model used to measure consumer reactions

Question No: 35 Modern CRM theory refers to which of the following idea?

- **Integrating the customer requirements**
- Acquiring the customer
- Satisfying the customer
- Retaining the customer

Question No: 36 The process to impart information from a sender to a receiver with the use of a medium reflects which one of the following concepts?

- Channel
- Decoding
- **Communication**
- Message

Question No: 37 Departmental stores often conduct surveys to understand the lifestyles of consumers in nearby neighborhoods. What customer characteristic is being used in this type of segmentation?

- Benefits sought
- **Psychographic**
- Socioeconomic
- Demographic

Question No: 38 Which of the following acts as a barrier to the development of relationship marketing?

- A population with a median age of 50
- The onset of new cultural traditions
- The ever-increasing usage of the Internet for consumer purchases
- **Changes in the demographic nature of society**

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Question No: 40 All of the following are true for customers **EXCEPT:**

- Customer is source of nuisance for business
- Customer is reasons for business
- **Customer is source of our existence**
- Customer is source of revenue

Question No: 41 Which of the following is a series of transaction and interaction that make up a dialogue between customer channel / end user and an organization?

- Cognize
- **Correlate**
- Combine
- Connect

Question No: 42 Which of the following describes a person s relatively consistent evaluations, feelings and tendencies toward an object or idea?

- Perception
- **Attitude**
- Motive
- Lifestyle

Question No: 1 (Marks: 1) - Please choose one
The product, proposition or benefit that puts a company ahead of its competitors is known as:
► Market share
► Marketing mix
► Product advantage
► Competitive advantage

Question No: 2 (Marks: 1) - Please choose one
Total customer care program performs following functions **EXCEPT:**
► Product packaging
► Constant communication
► Satisfaction of customer
► Product availability
Question No: 3 (Marks: 1) - Please choose one
What happened immediately after World War II?
► Values of customer service increased
► Nothing happened
► Power of supplier increased
► Power of customer increased
Question No: 4 (Marks: 1) - Please choose one
Western dominance was first time challenged by which one of the following countries?
► China
► Korea
► USA
► Japan
Question No: 5 (Marks: 1) - Please choose one
Which of the following is the description of Good Offering?
► Fast checkout
► On site support
► Competitive prices of products
► Availability of products 32
Question No: 6 (Marks: 1) - Please choose one
Which of the following feature is considered efficient in analytical customer relationship management?
► **Customer profile analysis**
► Sales force automation

► Customer support
► Customer service

Question No: 7 (Marks: 1) - Please choose one
Customer relationship management applications dealing with the analysis of customer data to provide information for improving business performance refers to which of the following applications?
► Supply chain management applications
► Generic customer relationship management applications
► Analytical customer relationship management applications
► Operational customer relationship management applications

Question No: 8 (Marks: 1) - Please choose one
"Automation of the firm's relationships with its selling partners using customer data and analytical tools to improve coordination and customer sales" is a **BEST** description of which of the following concepts?
► Customer touchpoint management
► **Customer relationship management**
► Business process management
► Supply chain management

Question No: 9 (Marks: 1) - Please choose one
Sales force automation, customer service and support and enterprise marketing automation are types of which one of the following applications?
► Supply chain management applications
► Analytical customer relationship management applications
► Generic customer relationship management applications
► **Operational customer relationship management applications**

Question No: 10 (Marks: 1) - Please choose one
Which of the following is the part of a company's customer relationship management (CRM) department that interacts with a customer for their immediate benefit, including components such as the contact center, the help desk, and the call management system?
► **Customer Service and Support (CSS)**
► Enterprise Marketing Automation (EMA)
► Business Automation (BA)
► Sales Force Automation (SFA)

Question No: 11 (Marks: 1) - Please choose one

The ability to interface with users via many different devices (phone, WAP, internet, etc) is called:

► **Multiple communication channels**
► Database
► Scalability
► Workflow

Question No: 12 (Marks: 1) - Please choose one

Services are typically produced and consumed simultaneously. This is an example of which of the following characteristic of services?

► Perishability
► Inseparability
► Variability
► Intangibility

Question No: 13 (Marks: 1) - Please choose one

General Insurance uses "the umbrella" to communicate protection to its customers. This illustrates the company's attempt to help customers understand the service by:

► Utilizing publicity techniques to enhance the service
► Personal selling of the service
► Emphasizing tangible cues in promoting the service
► Distributing the service directly through television

Question No: 14 (Marks: 1) - Please choose one

Looking for commonalities while listening:

► Is a good idea
► Is unethical
► Is biased
► Is intrusive

Question No: 15 (Marks: 1) - Please choose one

The corporate level is that where top management directs which of the following?

► All employees for orientation
► Its efforts to stabilize recruitment needs
► Overall strategy for the entire organization
► Overall sales projections

Question No: 16 (Marks: 1) - Please choose one

Strategic management is performed by which one of the following management?

► **Top management**
► Middle management
► Lower level management
► First line management

Question No: 17 (Marks: 1) - Please choose one
Which one of the following refers to the highest level of managerial activity?
► **Strategic management**
► Financial management
► Marketing management
► Operation management

Question No: 18 (Marks: 1) - Please choose one
Strategic management involves a complex pattern of:
► **Actions and reactions**
► Dynamic and interactive
► Planned and emergent
► Planned and unplanned

Question No: 19 (Marks: 1) - Please choose one
Which one of the following options refers to the difference between strategy and tactics?
► Strategy is formal, tactics are informal
► Strategy reflects medium term objectives: tactics reflect long term objectives
► Strategy is about major issues: tactics is about minor issues
► Strategy is about overall direction: tactics is about ways of getting there

Question No: 20 (Marks: 1) - Please choose one
Which one of the following drives the marketing strategies of an organization?
► Internal resources of an organization
► The corporate strategy of the organization
► The vision of the Marketing Director
► The vision of the CEO

Question No: 21 (Marks: 1) - Please choose one
Which one of the following approaches deals with issues like competitive rivalry, resource allocation and economies of scale?
► Economical approach

► Socio-political approach
► Industrial organization approach
► Sociological approach

Question No: 22 (Marks: 1) - Please choose one
Which of the following refers to the "lowest" level of strategy?
► Financial strategies
► Marketing strategies
► **Operational strategies**
► HR strategies

Question No: 23 (Marks: 1) - Please choose one
Which of the following is a special human trait that we need to sharpen and use very often in CRM?
► Neither forecast nor foresee
► Foresee
► Forecast
► **Forecast and foresee**

Question No: 24 (Marks: 1) - Please choose one
Which of the following is the totality of features that affect how a product looks and functions in terms of customer requirements?
► Product quality
► **Design**
► Durability
► Style

Question No: 25 (Marks: 1) - Please choose one
The loyalists who maintain undivided loyalty with regard to their brand choice are known as:
► Soft-core loyalists
► The same watchers
► **Hardcore loyalists**
► Innovators

Question No: 26 (Marks: 1) - Please choose one
All of the following help to prevent customers' defection **EXCEPT:**
► Customers specific approach
► Attempt to track losses
► **Incomplete knowledge of customers**
► Customer win-back program

Question No: 27 (Marks: 1) - Please choose one
Measurement of the number of customers who stop using or purchasing products or services from a company; it is used as an indicator of the growth or decline of a firm's customer base **BEST** describes:
► **Knowledge about customer lifestyle**
► Building customer care team
► Attempt to track losses
► Customers specific approach

Question No: 28 (Marks: 1) - Please choose one
The people who use goods and services are called:
► Ultimate buyers
► Primary buyers
► **Potential buyers**
► Ultimate consumers

Question No: 29 (Marks: 1) - Please choose one
Customer relationship management program is actually:
► Market oriented
► Product oriented
► **Customer oriented**
► Competition oriented

Question No: 30 (Marks: 1) - Please choose one
The main focus of customer relationship management is on:
► Acquisition of new customers
► Providing information to customers
► Retaining & acquiring customer
► Retaining good customers

Question # 1 of 10
Which of the following is an element of an organization's internal-environment? Select correct option:
Wholesalers
Retailers
Employees
Competitors

Question # 2 of 10

Which of the following refers to Companies often failure to predict changes, either slow or long range to at least calculate their impact on their product and customers? Select correct option:

Failure to obtain Senior Management Commitment

Poor Communications

Failure to Coordinate

Inability to Predict Environmental Reaction

A _____ is an organized collection of comprehensive information about individual customers or prospects. Select correct option:

Business database

Customer mailing list

Customer database

Marketing database

Supporting customers through the process of selecting, purchasing, and maintaining a product or service is known as: Select correct option:

Customer loyalty

Customer satisfaction

Customer retention

Customer services

All of the following statements are principles of communication, EXCEPT: Select correct option:

Communication is a system

Communication is static

Communication can be intentional or unintentional

Communication is a process

Operational customer relationship management supports which of the following function? Select correct option:
Front Office
Customer campaigns
Effective interaction
Data mining

Question # 10 of 10
which of the following is NOT a dimension of service quality? Select correct option:
Empathy
Assurance
Reliability
Competence

Question # 1 of 10
Customer Service Culture includes all EXCEPT: Select correct option:
Traits
Value
Norms
Behavior

Question # 2 of 10
Promoters are those customers who? Select correct option:
Use product occasionally
Use product when required
Recommend a company to others
Use product continuously

Question # 3 of 10
Companies can gain a strong competitive advantage through

having better-trained people. This is known as: Select correct option:
Personnel differentiation
Product differentiation
Personnel training
Human resources parity

Question # 4 of 10
Which of the following is Not part of marketing mix? Select correct option:
Competitors
Pricing
Promotion
Product

Question # 5 of 10
how can complaints provide the firm with great value? Select correct option:
They provide a chance to prove the company is right
They can be a source of information for a company
Resolving those ties up important resources
They offer an opportunity to shed bad customers

Question # 6 of 10
Marketing relationships are: Select correct option:
Intensely personal, like human relationships
Intended to deliver short-term customer satisfaction
Intended to deliver long-term customer satisfaction
The most important element of the marketing mix

Question # 7 of 10
Which of the following is a special human trait that we need to sharpen and use very often in CRM? Select correct option:

None of the given options
Foresee
Forecast
Forecast and foresee

Question # 8 of 10
Horizon cat food mailed a packet of catnip seed to every person who visited its website. Along with the catnip seed was a note that advised consumers to visit www. horizon.com if they wanted to create a cat-friendly garden. This illustration is the best use of which concept for approaching prospect customer? Select correct option:
Print advertising
Direct marketing
Personal selling
Public relations

Question # 10 of 10
Which one of these is NOT the major area on which customer relationship management focuses? Select correct option:
Expansion of customer base
Reduction of advertising costs
Gaining new customers, no focus on existing ones
Personal information gathering and processing

Question No: 1 (Marks: 1) - Please choose one

Within the context of a supply chain, _____ is the ability of a logistics system to satisfy users in terms of time, dependability, communication and convenience.

- **Customer service**
- Just-in-time inventory
- Distribution management
- Replenishment

Question No: 2 (Marks: 1) - Please choose one

Which of the following is the description of good sales people?

- On site support
- Problem solver
- Organized
- Empathetic

Question No: 3 (Marks: 1) - Please choose one

Operational customer relationship management supports which one of the following functions?

- Customer campaigns
- **Front Office**
- Data mining
- Effective interaction

Question No: 4 (Marks: 1) - Please choose one

Which of the following processes is **MOST** critical to the success of the firm?

- Resource-allocation
- Manufacturing and distribution
- Payment and billing
- Customer support/handling

Question No: 5 (Marks: 1) - Please choose one

Which of the following refers to the "lowest" level of strategy?

- Financial strategies
- Marketing strategies
- **Operational strategies**
- HR strategies

Question No: 6 (Marks: 1) - Please choose one

The skill to stimulate someone to take action refers to which of the following?

- Skill to foresee
- Skill to speed up response
- Skill to listen
- Skill to induce

Question No: 7 (Marks: 1) - Please choose one

Which of the following is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market?

- Segmenting
- **Positioning**
- Targeting
- Imaging

Question No: 8 (Marks: 1) - Please choose one

The customer relationship involves tracking the full range of interactions with prospects and customers **EXCEPT:**

- Customer service and support interaction
- Sales interaction
- Marketing interaction
- **Higher management activities**

Question No: 9 (Marks: 1) - Please choose one

Which of the following process consists of the buying and selling of products or services over electronic systems such as the internet and other computer networks?

- E-mail Marketing
- Web Personalization
- Sales force Automation
- **E-commerce**

Question No: 10 (Marks: 1) - Please choose one

Salesforce.com was one of the first to deliver customer relationship management (CRM) software over the internet. Many companies are using CRM to create more sales with existing customers. All of these companies are banking on the increasing importance of _____ as a growing source of sales.

- ► Media convergence
- ► Distribution elasticity
- ► E-commerce
- ►**Sales force automation**

Question No: 11 (Marks: 1) - Please choose one

Front Office CRM Systems covering real-time aspects of sales related activity is referred to as:

- ►**Sales Force Automation**
- ► CRM Customer Services
- ► CRM Customer Communications
- ► Automated Marketing

Question No: 12 (Marks: 1) - Please choose one

Which of the following is **NOT** a characteristic of the Business-to-Business arena?

- ► Large markets
- ► Wide geographic spread
- ► Complex buyer behavior
- ► Low volume of transactions

Question No: 13 (Marks: 1) - Please choose one

The phase in the selling process in which the salesperson gathers as much information about the prospective client before the sales call is called:

- ►Prospecting
- ►Targeting
- ► The approach
- ► **Pre-approach**

http://wps.pearsoned.co.uk/ema_uk_he_kotler_prinmark_4/27/7112/1820819.cw/content/index.html

Question No: 14 (Marks: 1) - Please choose one

Negotiation is a give and take activity in which both parties try to shape a deal that satisfies both of them; it reflects which one of the following negotiation?

- ► Standard negotiation
- ► **Co-operative negotiation**
- ► Collusive negotiations
- ► Competitive negotiation

Question No: 15 (Marks: 1) - Please choose one

"Lead tracking, distribution and management" are functional components of which of the following?

- ►Marketing application

- Sales application
- Support application
- Customer service

Question No: 16 (Marks: 1) - Please choose one

Electronic booksellers like amazon.com and barnesandnoble.com are likely to enjoy strong sales in the future because books are a product category that:

- Can be delivered digitally
- Are highly standardized
- Require audio or video demonstration
- **Do not require pre-purchase trial**

http://highered.mcgraw-hill.com/sites/0072999896/student_view0/chapter18/multiple_choice_quiz_b.html

Question No: 17 (Marks: 1) - Please choose one

Which of the following is the application of insight to create relevant interaction or communication with consumers, customer's channels suppliers and partners that build value relationships?

- Combine
- Correlate
- Cognize

► **Connect**

Question No: 18 (Marks: 1) - Please choose one

"The process to impart information from a sender to a receiver with the use of a medium" reflects which one of the following concepts?

► Channel
► Decoding
► Communication
► Message

Question No: 19 (Marks: 1) - Please choose one

The ability to communicate effectively:

► **Can be learned**
► Depends on the education level of those around you
► Depends on not using technology to send messages
► Is a natural talent that cannot be learned

Question No: 20 (Marks: 1) - Please choose one

A good, service, or idea consisting of a bundle of tangible and intangible attributes that can satisfy consumers is called a:

► Commodity
► **Product**
► Durable good
► Nondurable good

Question No: 21 (Marks: 1) - Please choose one

The target market for cookbooks is predominantly female and over 25 while the readership for comic books is mainly males between the ages of 15 to20. This is important _____ information for a publisher to know.

- Psychographic
- Socioeconomic
- **Demographic**
- Geographic

Question No: 22 (Marks: 1) - Please choose one

Customer satisfaction with the purchase of a product is dependent upon what?

- The product's performance relative to the buyer's expectations
- The product's performance relative to the price
- The product's performance relative to the service
- The product's performance relative to the quality

Question No: 23 (Marks: 1) - Please choose one

A loyal customer has which kind of the relationship with the organization?

- No relationship
- Indifferent relationship
- **Emotional relationship**
- Transactional relationship

Question No: 24 (Marks: 1) - Please choose one

Which of the following tracks all the steps in the sales process?

- None of the given options
- SCM
- SFA
- CRM

Question No: 25 (Marks: 1) - Please choose one

In property development, customer relationship is based on which of the following factors?

- Attitudes
- Money
- Trust
- Convenience

Question No: 26 (Marks: 1) - Please choose one

Which of the following does not drive the growth of direct marketing?

- Technology
- Customer perceptions
- Poduct

DARE TO BE DIFFERENT .com

► Market changes

Question No: 27 (Marks: 1) - Please choose one

Which of the following is **NOT** a benefit of direct marketing?

► Convenience
► Interactive
►Customer relationship building
► **Assists client prospecting**

http://wps.pearsoned.co.uk/ema_uk_he_kotler_prinmark_4/27/7112/1820808.cw/index.html

Question No: 28 (Marks: 1) - Please choose one

Inquisitive is the characteristic of which of the following category?

► Hypocritical mood customer
► Complaining mood customer
►**Objection mood customer**
► Indifference mood customer

Question No: 29 (Marks: 1) - Please choose one

Which of the following is a person's pattern of living as expressed in his or her psychographics?

► Social class

► Lifestyle
► Culture
► Personality

Question No: 30 (Marks: 1) - Please choose one

The buyer-supplier relationship characterized by a close cooperative relationship where the seller adapts to meet the customer's needs without expecting much adaptation or change on the part of the customer in exchange is referred to:

► **Customer is king**
► Buyer-supplier relationship is transctional
► Supplier is king
► None of the given options

http://wps.prenhall.com/bp_kotler_mm_12/33/8681/2222417.cw/index.html

Question No: 31 (Marks: 1) - Please choose one

Internal strengths and weaknesses are usually referred to as:

► Uncontrollable activities within an organization
► **Controllable activities within an organization**
► Most important for shareholders and stakeholders
► Important as external opportunities and threats

Question No: 32 (Marks: 1) - Please choose one

Karen's company just finished meeting with the consultants who delivered a 4-year plan of renovation for a company. Which part of the strategic landscape has been described in this statement?

- ► Strategy assessment
- ► Strategy implementation
- ►Strategy formulation
- ► Strategy initiation

Question No: 33 (Marks: 1) - Please choose one

When an organization understands the psyche of people at large scale through research and marketing activities towards organization and product is known as:

- ► Formulation and implementation of an organization's procedures
- ► Good-will through a two way communication process
- ► Coordination of communications programs public
- ► **Evaluation of public attitudes and opinions**

Question No: 34 (Marks: 1) - Please choose one

After shopping at www.americangirl.com , Mr.A received an e-mail from the online retailer of dolls and doll accessories that told him when the doll would be shipped and when it should arrive at him house. The e-mail is an important element of which one of the seven elements of web design?

- ► Content
- ► Clarity
- ► Customization

► Communication

Question No: 35 (Marks: 1) - Please choose one

Identify which is **NOT** the part of Modules of CRM?

► Advanced technologies
► Functional components
► **Financial components**
► Channels

Question No: 36 (Marks: 1) - Please choose one

In which of the following phase of CRM, a business relies on CRM software tools and databases to help the company proactively identify and reward its most loyal and profitable customers to expand their business via targeted marketing and relationship marketing programs.

► Satisfied
► **Retain**
► All of the given options
► Acquire

http://books.google.com.pk/books?id=UIc0bwYS-0EC&pg=PA250&lpg=PA250&dq=In+which+of+the+following+phase+of+CRM,+a+business+relies+on+CRM+software+tools+and+databases+to+help+the+company+proactively+identify+and+reward+its+most+loyal+and+profitable+customers+to+expand+their+business+via+targeted+marketing+and+relationship+marketing+programs.&sour

ce=bl&ots=DjxL-LhbU4&sig=cTo528VZJ3P-BTHdBDYqpSVFkqg&hl=en&ei=tfZiS6-UGYHY7APe-bEe&sa=X&oi=book_result&ct=result&resnum=10&ved=0CDkQ6AEwCQ#v=onepage&q=&f=false

Question No: 37 (Marks: 1) - Please choose one

The changing demographics of global consumers has tremendous implications on the nature of opportunities for organizations. In view of this which of the following statements in incorrect.

►Global marketers need to face up to the challenges.

► This can only be regarded as a major threat to the survival of today's organizations as it will bring significant costs to them.

► There has been a reduction in birth rates in many developed economies.

► Businesses need to develop and market products and services that cater to the changing needs of the ageing consumers.

http://www.oup.com/uk/orc/bin/9780199239429/01student/mcqs/ch01/?view=Standard

Question No: 38 (Marks: 1) - Please choose one

Which of the following is the best example of a people-based service?

- Vending machines
- Airlines
- Appliance repair
- Movie theaters

Question No: 39 (Marks: 1) - Please choose one

Any single product or service can deliver:

- Same benefits to different customers
- Same benefits to delighted customers
- **Different benefits to different customers**
- Same benefits to loyal customers

Question No: 40 (Marks: 1) - Please choose one

In a recent agreement with South African Fruit Growers Cooperative, UPS contracted to transport its produce to supermarkets in Great Britain. In marketing terminology, the supermarkets are an example of _____, and the people who buy the fruit are examples of _____.

- Ultimate consumers; organizational buyers
- Organizational users; individual users
- Broad markets; narrow markets
- Organizational buyers; ultimate consumers

Question No: 41 (Marks: 1) - Please choose one

It is likely that global competition will become more fiercely intensive because:

► Organizations are forming alliances with other market players.
► Competitors are becoming more aggressive.
► Competitors can seemingly access any international market and compete freely.
► Competitors are increasing in size and have more resources to compete.

http://www.oup.com/uk/orc/bin/9780199239429/01student/mcqs/ch01/

Question No: 42 (Marks: 1) - Please choose one

Which one of the following options is **NOT** considered a major area on which customer relationship management focuses?

► Expansion of customer base
► Reduction of advertising costs
► **Gaining new customers but no focus on existing ones**
► Personal information gathering and processing

1. Which of the following tool provides the company with business-related information
like industry trends and competitor information?
a) Business Automation (BA)
b) Enterprise Marketing Automation (EMA)
c) Customer Service and Support (CSS)
d) Sales Force Automation (SFA)

2. A security measure to unauthorized access to documents is:
a) Backup/restore
b) Physical access restrictions
c) Network access control
d) None of the given options

3. The centralized storage (in a data warehouse) of all information relevant to customer
interaction is BEST described by which of the following concepts?
a) Collaborative CRM
b) Scalability
c) Data base
d) Workflow

4. With respect to customer satisfaction, which of the following is referred as the key to
success?
a) Preference
b) Up-to-date Supply
c) Courtesy
d) Enthusiasm

5. Product-related ethical issues can arise when marketers:
a) Do not provide consumers with enough information about

product transportation.
b) Fail to disclose information to consumers about the risks associated with using product.
c) Force intermediaries to behave in a specific manner.
d) Do not provide consumers with enough information about how a product is priced.

6. A _____ is an organized collection of comprehensive information about individual customers or prospects.
a) Business database
b) Customer mailing list
c) Customer database
d) Marketing database

7. Companies can gain a strong competitive advantage through having better-trained people. This is known as:
a) Personnel differentiation
b) Product differentiation
c) Personnel training
d) Human resources parity

8. In service marketing, the most important link to the customer is known as:
a) The tangible aspects of the service
b) Well-trained contact employees
c) Good word-of-mouth communication
d) Effective advertising

9. Which of the following is a technique that might be used by an active listener?
a) Offer a point of view often when in conversation

b) Paraphrase the speaker's meaning
c) Express concern
d) Explain the speaker's meaning

10. Which of the following are the two skills associated with being a good listener?
a) To pay attention and to provide a strong point of view in response to a given message
b) To pay attention and to provide feedback
c) To pay attention and to mask your disinterest when necessary
d) To listen to more than one message at a time and to provide constructive criticism

11. Which of the following is NOT part of an organization's micro-environment?
a) Competitors
b) Suppliers
c) Customers
d) Government legislation

12. Which of the following are the means by which long-term objectives will be
achieved?
a) Long-term goals
b) Mission statements
c) Strategies
d) Vision statements

13. Karen's company just finished meeting with the consultants who delivered a 4-year
plan of improvements. Which part of the strategic landscape is described?
a) Strategy initiation

b) Strategy formulation
c) Strategy implementation
d) Strategy assessment

14. It is a job for the whole management team, not a few senior managers, because every
manager needs to be concerned with what has to be done in his/her area of authority to
implement the company's strategy successfully refers to as:
a) Implementing and executing strategy
b) Formulating and implementing strategy
c) Formulating and executing strategy
d) Statement is wrong

15. Which one of the following is NOT a good indicator of how well a company's present
strategy is working?
a) The company's market share ranking and whether its share is trending up, down, or
staying more or less the same
b) Whether the company is regarded as a leader in some significant area (technology,
product quality, customer service, product innovation and so on) and the firm's image
and reputation with customers
c) Whether the company's profit margins are increasing or decreasing and how large
they are relative to other firms in the industry
d) Whether the company's resource strengths and competitive capabilities outweigh its
re

16. Which of the following refers to companies often failure to

predict changes, either
slow or long range to at least calculate their impact on their product and customers?
a) Inability to predict environmental reaction
b) Failure to coordinate
c) Poor communications
d) Failure to obtain senior management commitment

17. Immediate attention and help must be given to customers in sensitive to situations. This
skill refers to which of the followings?
a) Skill to listen
b) Skill to speed up response
c) Skill to provide positive experience
d) Skill to be receptive

18. Branding assists buyers in numerous ways. Which of the following is NOT a direct
consumer benefit derived from branding?
a) Brand names convey product quality
b) Branding enables suppliers to attract loyal and profitable set of customers
c) Brand names raise awareness and increase consumer interest
d) Brand names increase shopper efficiency

19. Consumer's perception of product or service quality is influenced by which of the
following category?
a) Brand perception, price perception, and value perception
b) Brand name, objective price, and perceived sacrifice
c) Brand perception, price perception, and store perception
d) Brand name, objective price, and willingness to buy

20. A brand relationship strategy is used for which of the following purpose?
a) Focuses on profits
b) Identifies building market share as its objective
c) Pulls a firm's diverse product lines into a "family of brands"
d) Brings brands and customers together

Q.1 Why have consumers/customers been so hyper-aware and so nervous?

a. Much more information is collected and seemingly available to more people at much faster rate.
b. Much more information is collected and seemingly not available to more people at much faster rate.
c. Much more information is not collected and seemingly available to more people at much faster rate.
d. Much more information is not collected and seemingly not available to more people at much faster rate.

Q.2 _____ organization try to segment their customers based on what product the customer purchased.
a. Production-centered
b. Product-centered

c. Customer-centered
d. Consumer-centered

Q.3 The organizations make their special offer to the customers who will provide the highest profit margins, greatest response rate and _____.

a. Lowest revenue
b. Greatest cost
c. Lowest cost
d. None of the given options

Q.4 If Mr. A buys 1,000 items from a super store with a profit margin of only Rs. 1 for each item and Mr. B buys only 500 items from the same super store but the profit was Rs. 5 for each item, which customer is the most valuable?

a. Mr. A
b. Mr. B
c. Both Mr. A & Mr. B
d. None of the above

Q.5 If two customers choose exactly the same package of certain service, but customer A calls for help weekly and customer B calls only twice a year, which is most valuable customer?

a. Both A & B customer
b. Customer A
c. Customer B
d. None of the above

Q.6 The customers who are not so-well-educated are called _____.

a. Loyal customer
b. Soft customer
c. None educated customer
d. Difficult customer

Q.7 All sensory impressions (Learning, seeing, smelling, feeling and tasting) are
telegraphed to our mind at the rate of approximately _____ per day.
a. 100, 0000 impressions
b. 10,000 impressions
c. 100,000 impressions
d. 110,000 impressions

Q.8 _____ is a tangible company asset that can (and should) be inventoried and
managed.
a. Geographical information
b. Customer information
c. Product information
d. All of the given options

Q.9 Both _____ depend on electronic information that has been collected
about customers, in place of human knowledge, to build and manage relationships.
a. CRM and e-CRM
b. Customer and consumer
c. Product and service
d. Service and idea

Q.10 _____ is the symptom of poor listening.
a. Listening Germinates Receptivity
b. Use correct level of language
c. Resist distractions
d. Eradicating details

Q.1 Which ONE of the following in not the requirement for managing customer?
a. Need and want of customers

b. Measurement of most or least profitability of customer or product

c. Measurement of least growth potential of product or customer

d. Knowing which customers will be advocates and supporters

Q.2 CRM as a discipline that depends on people, process, information and

_____

a. Technology

b. Innovation

c. Discovery

d. All of the given options

Q.3 According to AOL Cyber study conducted in early in 2000, the increase form

_____ per cent of the internet community purchasing something online in

1998 to _____ per cent of the same group purchasing semi-regularly online in

1999.

a. 7, 32

b. 13, 42

c. 3, 42

d. 3, 32

Q.4 A _____ is a software application that enables a user to display and interact

with text, images, and other information for customers/consumers located on a

web page at a website on the World Wide Web or a local area network.

a. Web browser

b. HTML

c. HTTP

d. None of the given options

Q.5 Which one of the following is **NOT** a part of sales applications?

a. Compensation

b. Opportunity and Pipeline Management

c. Proposal Generation and Management

d. Budgeting and forecasting

Q.6 MRP is stand for _____

a. Materials resource pricing

b. Material resource planning

c. Material resource placing

d. None of the given options

Q.7 Acquiring the Right Customers, based on known characteristics, which drives growth and increased profit margin, is a benefit of _____

a. CRM Process

b. eCRM

c. CRM

d. eCRM process

Q.8 Correlate, combine, cognize and _____ are the four C's of CRM Process

a. Connect

b. Customer

c. Consumer

d. None of the given options

Q.9 Quicker attention and resolution of complaints lead to _____

a. High profits

b. Low cost

c. Favorable word of mouth

d. Stronger customer relationship

Q.10 Organization's win-back programs should be _____.

a. Policy base

b. Reward base

c. Profit base
d. Sales base

2007

Q.1 Which of the following is **NOT** the general purpose of CRM?

(a) Purpose of CRM is better managing their customers through the introduction of reliable systems and methods.
(b) Purpose of CRM is enable organizations to service their existing customers more emphatically and more forcefully
(c) Purpose of CRM is not developing processes and procedures for interacting new customers.
(d) All of above given options

Q.2 Geographical Concentration Means:

(a) Group of customers
(b) Specific geographical area
(c) Thick city markets
(d) Terrain of the soil

Q.3 Service Deficiency is known as:

(a) Product defects
(b) Inefficient service standards
(c) Incorrect service provision
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(b) Good price and discounts

(c) Good Environment
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Q.5 Front Office CRM Systems covering real-time aspects of sales related activity is referred to as:

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(c) CRM Customer Services
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DARE TO BE DIFFERENT

Q.6 Which of the following reasons to lose the customer?

(a) Price related reasons
(b) Product related reasons
(c) Service-related reasons
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Q. 7 Relationship marketing approach has great significance from the organization's point of view. Which one of the following is true?

(a) Relationship management is enhancement in customer recruitment cost
(b) Relationship management is reduction of customer base
(c) Relationship management is reduction in advertisement and other sales promotion expenses
(d) Relationship management is the loss of customer selectivity approach

Q.8 The implementing CRM approach may include:

(a) Training of Employees
(b) A Modification of Business Processes based on customers' needs
(c) An adoption of Relevant IT Systems (including software and maybe hardware) and/or usage of IT service that enable the organization or company to follow its CRM strategy.
(d) All of above given options

Q.9 Which one of the following in **NOT** the propriety of handling handicap customers.

(a) Making the customer realize his or her handicap
(b) Try to figure out things they cant say or explain
(c) Don't show any offence
(d) Handle with special aids for the kind of helplessness

Q.10 One objective of an overall _____ is to put the organization into a position to carry out its mission effectively and efficiently.

(a) Strategic management
(b) Strategy formulation
(c) Corporate strategy
(d) All of above given options

2008

Q. 1 Customer relationship management does not move around which of the following?
(a) Customer retention
(b) Policies development
(c) Retain customers
(d) Customer satisfaction

Q.2 Which of the following is NOT the general purpose of CRM?
(a) Purpose of CRM is better managing customers through the introduction of reliable
systems and methods.
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Q.3 Service Deficiency is known as:
(a) Product defects
(b) Inefficient service standards
(c) Incorrect service provision
(d) Identified in-sufficiency of service

Q.4 The process of performing activities that increase the value of goods or services to
consumers is known as:
(a) Value development
(b) Value creation
(c) Value chain
(d) Value addition

Q.5 Incentive schemes, additional services and sentiments based scheme are called:
(a) Concentration on the paying ability of customers
(b) Building switching barriers
(c) Relationship based pricing schemes
(d) Differentiation in price and quality standards

Q.6 Life style is an important variables of which of the following market segmentation?
(a) Time segmentation
(b) Geographic segmentation
(c) Psychographics segmentation
(d) Demographic segmentation

Q.7 Customer service facilitation includes EXCEPT:
(a) Divert attention of customer
(b) Resolve problem
(c) Improve efficiency
(d) Provide full information

Q.8 Traditionally, stores have carried inventory to:
(a) Terminate production economies
(b) Eliminate forecasting uncertainty
(c) Provide better service for customers
(d) Prevent strikes or product shortages

Q.9 Supporting customers through the process of selecting, purchasing, and maintaining a
product or service is known as:
(a) Customer loyalty
(b) Customer satisfaction
(c) Customer services
(d) Customer retention

Q.10 Geographical Concentration Means:
(a) Group of customers
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(c) Thick city markets
(d) Terrain of the so

2008

1. Traditional marketing approach is not based on
   A. Gaining new customers

B. Retaining Customers
C. Individual transaction
D. Market share

2. Customer who always use your product over competitor's product are called
A. Regular customer
B. Loyal customers
C. New customer
D. A&B

3. CRM is selling product or service by using
A. Economic inducement
B. Business inducement
C. Psychological inducement

4. ---------- is performing activities that increase the value of goods or services to consumers.
A. Value addition
B. Value creation
C. value chain

5. Which of the following is one of the CRM business drivers?
A. Inventory control
B. Increase revenues
C. Automation/productivity/efficiency
D. All of the above

6. Quicker attention and resolution of complaints lead to _____
A. High profits
B. Low cost
C. Favorable word of mouth
D. Stronger customer relationship

7._____ is the ability to be used on a large scale, and to be reliably expanded to whatever scale is necessary.
A. Scalability
B. Durability

C. Accountability
D. Adoptability
8. Why would developing a privacy program be worthwhile for a company?
A. So competitors can't steal its information
B. To keep company secrets "in house"
C. In order to demonstrate its respect for customer privacy
D. In order to demonstrate its lack of respect for customer privacy
E. Privacy policies are required by law
9. Analytical CRM analyzes customer data for following purposes except
A. Design and execution of targeted marketing campaigns to optimize http://en.wikipedia.org/wiki/Marketing_effectivenessmarketing effectiveness.
B. Measuring and Optimizing Customer Relationships
C. Delivers personalized and efficient marketing, sales, and service through multi-channel collaboration
D. Data mining
10. ---------- involves the area of Customer Service and Support.
A. Collaborative CRM
B. Analytical CRM
C. Operational CRM
D. None of the Above

2008

1. Which of the following process deals with the concept of designing marketing communications programs those coordinate all promotional activities to provide a consistent message across all audiences?
Integrated marketing communications
Relationship marketing
The marketing mix
Direct marketing
2. What is the largest media which we adopt for intensive interaction with respect to direct response?

Telemarketing
Door-to-door
Broadcast
Mail

3. Which of the following statements describes a key difference between advertising and publicity?
Publicity is more expensive on a cost-per-contact basis than advertising.
Publicity is usually directly paid, and advertising is usually indirectly paid.
Advertising is usually directly paid, and publicity is usually indirectly paid.
Publicity always has a much greater reach than advertising.

4. Mention the characteristics of good CRM that this system contains.
Integration between the customers calls and e-mails
Does not need integration between the customers calls and e-mails
Has never had the customers calls and e-mails integrated
Integration between the customers calls and the headsets the agents wear

5. Which aspect of a message focuses on new information or ideas?
Channel
Relationship
Content
Context

6. A specified demographic group for which an advertising message is designed , is know as:
Target Audience
Lobbying efforts
Spin
Astroturf

7. Which of the following is heading the activities by which group pressures are brought to bear on legislatures, the legislative process, and all aspects of the public-policy-making process?
Lobbying
Spin
Astroturf
Press Conferences

8. Which one of the following is not a typical CRM application?
Proposal preparation systems
Lead management systems
Call management
Sales support systems
Customer records

9. Which of the following is not a characteristic of the business-to-business arena?
Large markets
Wide geographic spread
Low average spend per customer
Complex buyer behavior

10. Which of the following links, the organization to its

individual customers, employees, suppliers, and other partners for their mutual long-term benefits?
Social responsibility
Relationship marketing
Suppliers' interests
Producers' interests

2007

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b. Innovation

c. Discovery
d. All of the given options

Q.3 According to AOL Cyber study conducted in early in 2000, the increase form _____ per cent of the internet community purchasing something online in 1998 to _____ per cent of the same group purchasing semi-regularly online in 1999.

a. 7, 32
b. 13, 42
c. 3, 42
d. 3, 32

Q.4 A _____ is a software application that enables a user to display and interact with text, images, and other information for customers/consumers located on a web page at a website on the World Wide Web or a local area network.

a. Web browser
b. HTML
c. HTTP
d. None of the given options

DARE TO BE DIFFERENT .COM

Q.5 Which one of the following is **NOT** a part of sales applications?

a. Compensation
b. Opportunity and Pipeline Management
c. Proposal Generation and Management
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a. Policy base
b. Reward base
c. Profit base
d. Sales base

2009

Question # 1 of 10
Which of the following is an element of an organization's internal-environment? Select correct option:
Wholesalers
Retailers
Employees
Competitors
Question # 2 of 10
Which of the following refers to Companies often failure to predict changes, either slow or long range to at least calculate their impact on their product and customers? Select correct option:

Failure to obtain Senior Management Commitment
Poor Communications
Failure to Coordinate
Inability to Predict Environmental Reaction
A _____ is an organized collection of comprehensive information about individual customers or prospects. Select correct option:
Business database
Customer mailing list
Customer database
Marketing database
Supporting customers through the process of selecting, purchasing, and maintaining a product or service is known as: Select correct option:
Customer loyalty
Customer satisfaction
Customer retention
Customer services
All of the following statements are principles of communication, EXCEPT: Select correct option:
Communication is a system
Communication is static
Communication can be intentional or unintentional
Communication is a process
Operational customer relationship management supports which of the following function? Select correct option:
Front Office
Customer campaigns
Effective interaction
Data mining
Question # 10 of 10
which of the following is NOT a dimension of service quality? Select correct option:

Empathy
Assurance
Reliability
Competence
Question # 1 of 10
Customer Service Culture includes all EXCEPT: Select correct option:
Traits
Value
Norms
Behavior
Question # 2 of 10
Promoters are those customers who? Select correct option:
Use product occasionally
Use product when required
Recommend a company to others
Use product continuously
Question # 3 of 10
Companies can gain a strong competitive advantage through having better-trained people. This is known as: Select correct option:
Personnel differentiation
Product differentiation
Personnel training
Human resources parity
Question # 4 of 10
Which of the following is Not part of marketing mix? Select correct option:
Competitors
Pricing
Promotion
Product
Question # 5 of 10

how can complaints provide the firm with great value? Select correct option:

They provide a chance to prove the company is right

They can be a source of information for a company

Resolving those ties up important resources

They offer an opportunity to shed bad customers

Question # 6 of 10

Marketing relationships are: Select correct option:

Intensely personal, like human relationships

Intended to deliver short-term customer satisfaction

Intended to deliver long-term customer satisfaction

The most important element of the marketing mix

Question # 7 of 10

Which of the following is a special human trait that we need to sharpen and use very often in CRM? Select correct option:

None of the given options

Foresee

Forecast

Forecast and foresee

Question # 8 of 10

Horizon cat food mailed a packet of catnip seed to every person who visited its website. Along with the catnip seed was a note that advised consumers to visit http://www.horizon.com if they wanted to create a cat-friendly garden. This illustration is the best use of which concept for approaching prospect customer? Select correct option:

Print advertising

Direct marketing

Personal selling

Public relations

Question # 10 of 10

Which one of these is NOT the major area on which customer

relationship management focuses? Select correct option:
Expansion of customer base
Reduction of advertising costs
Gaining new customers, no focus on existing ones
Personal information gathering and processing

Division of the market into groups based on variables such as age, gender, size, income, occupation, education, religion, race and nationality comes under which of the following market segmentation?
Geographic segmentation
Psychographics segmentation
Demographic segmentation (
Time segmentation

Question # 4 of 15 (Start time: 06:46:08 PM) **Total Marks:** 1

If the performance of a purchased product or service exceeds the customer's expectations, this results in what type of customer?
Satisfied customer
Dissatisfied customer
Ambivalent customer
Delighted customer

Quiz Start Time: 06:43 PM

Question # 5 of 15 (Start time: 06:46:47 PM)

Products can be further classified according to their
durability. Which one of the following is NOT a feature of pro

Used on many occasions.
Normally survive for several years.
Consumed rapidly
Used over an extended period of time

Question # 6 of 15 (Start time: 06:47:40 PM)

Which of the following is the process of enabling personnel to
in manner that is beneficial to both the organization's o
itself?
Training
Recruitment
Empowerment
Accountability

Quiz Start Time: 06:43 PM

Question # 7 of 15 (Start time: 06:48:18 PM)

A security measure to stop unauthorized access to documents is

Backup/restore
Physical access restrictions
Network access control
None of the given options

Quiz Start Time: 06:43 PM

Question # 8 of 15 (Start time: 06:49:10 PM)

Which of the following is not the tactic to handle the foreign

Select correct option:

- Listen to them very carefully
- Use short sentences
- Use local language
- Speak slow and easy language

Quiz Start Time: 06:43 PM

Question # 9 of 15 (Start time: 06:49:38 PM)

Which of the following term is involved in moving a product supplier to customer?

Select correct option:

- Customer relationship management
- Change management
- Value chain management
- Supply chain management

Quiz Start Time: 06:43 PM

Question # 10 of 15 (Start time: 06:50:28 PM)

The centralized storage (in a data warehouse) of all informa customer interaction is BEST described by which of the followi

Select correct option:

- Collaborative CRM
- Scalability
- Data base

- Workflow

Start Time: 06:43 PM

Question # 11 of 15 (Start time: 06:51:10 PM)

Product-related ethical issues can arise when marketers:

Select correct option:

- Do not provide consumers with enough information about pro transportation.
- Fail to disclose information to consumers about the risks using a product.
- Force intermediaries to behave in a specific manner.
- Do not provide consumers with enough information about how priced.

Quiz Start Time: 06:43 PM

Question # 12 of 15 (Start time: 06:52:02 PM)

A comprehensive _____should support all four customer life cycle.

Select correct option:

- Database
- CRM system
- E-commerce system
- Marketing program

Quiz Start Time: 06:43 PM

Question # 13 of 15 (Start time: 06:52:39 PM)

A good customer relationship management program will allow a b

Select correct option:

- Retain good customers
- Retain & acquire customer
- Provide information to customers
- Acquire customers

Quiz Start Time: 06:43 PM

Question # 14 of 15 (Start time: 06:53:08 PM)

The dimension of service quality called _____ , is caring ar attention provided customers.

Select correct option:

- Assurance
- Reliability
- Empathy
- Responsiveness

Question # 15 of 15 (Start time: 06:53:40 PM)

Customer relationship management does not move around which of the following?

Select correct option:

- Customer retetnion
- Policies development
- Retain customers
- Customer satisfaction

Black shadow

Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 1 of 15 (Start time: 04:37:47 PM)

Total Marks: 1

Customer delivered value is the difference between total customer value and total customer cost of a marketing product. This value can be interpreted as what?

Select correct option:

- Value cost to company
- Profit to the company
- Value maximization
- Profit to the customer

Click here to Save Answer & Move to Next Question

Black shadow

Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 2 of 15 (Start time: 04:39:10 PM) Total Marks: 1

Supporting customers through the process of selecting, purchasing, and maintaining a product or service is known as:

Select correct option:

- Customer loyalty
- Customer satisfaction
- Customer retention
- Customer services

Click here to Save Answer & Move to Next Question

Black shadow

Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 3 of 15 (Start time: 04:40:35 PM) Total Marks: 1

Customer relationship management applications dealing with the analysis of customer data to provide information for improving

business performance best describes by which of the following?

Select correct option:

- Generic customer relationship management applications
- Supply chain management applications.
- Analytical customer relationship management applications
- Operational customer relationship management applications

Click here to Save Answer & Move to Next Question

Black shadow

Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 4 of 15 (Start time: 04:41:49 PM) Total Marks: 1

Response of listening falls under which one of the following categories?

Select correct option:

- It can be verbal
- It can be nonverbal
- It can be verbal or nonverbal
- It can neither be verbal nor nonverbal

Click here to Save Answer & Move to Next Question

Black shadow

Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 5 of 15 (Start time: 04:42:47 PM) Total Marks: 1

Managing and scheduling follow-up sales calls helps an organization to assess which of the following activities of customers?

Select correct option:

- Post-purchase cognitive dissonance
- Repurchase probabilities
- Repurchase times
- All of the given option

Click here to Save Answer & Move to Next Question

Black shadow

Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 6 of 15 (Start time: 04:43:42 PM) Total Marks: 1

Which of the following is NOT a part of Acculturation Mechanism?

Select correct option:

- Scalability
- Recruitment
- Training
- Empowerment

Click here to Save Answer & Move to Next Question

Black shadow

Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 7 of 15 (Start time: 04:44:44 PM) Total Marks: 1

What is the difference between strategy and tactics?

Select correct option:

- Strategy is formal, tactics are informal
- Strategy reflects medium term objectives: tactics reflect long term objectives
- Strategy is about major issues: tactics are about minor issues
- Strategy is about overall direction: tactics are about ways of getting there

Click here to Save Answer & Move to Next Question

Black shadow

Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 8 of 15 (Start time: 04:45:59 PM) Total Marks: 1

Customers complaints should be considered helpful EXCEPT:

Select correct option:

- Increase customer satisfaction
- Nuisance
- Improvement of product efficiency
- Improvement in sales services

Click here to Save Answer & Move to Next Question

Black shadow

Time Left 89 sec(s)

Question # 9 of 15 (Start time: 04:47:22 PM) Total Marks: 1

Life style is an important variables of which of the following market segmentation?

Select correct option:

- Time segmentation

- Geographic segmentation
- Psychographics segmentation
- Demographic segmentation

Click here to Save Answer & Move to Next Question

Black shadow

Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 10 of 15 (Start time: 04:47:42 PM) Total Marks: 1

Which of the following term is involved in moving a product or service from supplier to customer?

Select correct option:

- Customer relationship management
- Change management
- Value chain management
- Supply chain management

Click here to Save Answer & Move to Next Question

Black shadow

Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 11 of 15 (Start time: 04:48:32 PM) Total Marks: 1

All are the parts of application architecture of customer relationship management (CRM) EXCEPT:

Select correct option:

- Technological application

- Operational application
- Collaborative application
- Analytical application

Click here to Save Answer & Move to Next Question

Black shadow

Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 12 of 15 (Start time: 04:49:50 PM) Total Marks: 1

Products can be further classified according to their tangibility and durability. Which one of the following is NOT a feature of product durability?

Select correct option:

- Used on many occasions.
- Normally survive for several years.
- Consumed rapidly
- Used over an extended period of time

Click here to Save Answer & Move to Next Question

Black shadow

Quiz Start Time: 04:37 PM

Time Left 89 sec(s)

Question # 13 of 15 (Start time: 04:50:50 PM) Total Marks: 1

In service marketing, the most important link to the customer is known as:

Select correct option:

- The tangible aspects of the service
- Well-trained contact employees

- Good word-of-mouth communication
- Effective advertising

Click here to Save Answer & Move to Next Question

MC080400789 : Rizwan Saqib

Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 14 of 15 (Start time: 04:51:45 PM) Total Marks: 1

Strategic drift, where strategies progressively fail to address the strategic position of the organization, is frequently followed by:

Select correct option:

- A change of CEO
- Transformational change
- Transformational change or demise
- Transactional change

Click here to Save Answer & Move to Next Question

Black shadow

Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 15 of 15 (Start time: 04:53:12 PM) Total Marks: 1

The centralized storage (in a data warehouse) of all information relevant to customer interaction is BEST described by which of the following concepts?

Select correct option:

- Collaborative CRM
- Scalability

- Data base
- Workflow

Click here to Save Answer & Move to Next Question

Q.1 Why have consumers/customers been so hyper-aware and so nervous?

a. Much more information is collected and seemingly available to more people at much faster rate.

b. Much more information is collected and seemingly not available to more people at much faster rate.

c. Much more information is not collected and seemingly available to more people at much faster rate.

d. Much more information is not collected and seemingly not available to more people at much faster rate.

Q.2 _____ organization try to segment their customers based on what product the customer purchased.

a. Production-centered

b. Product-centered

c. Customer-centered

d. Consumer-centered

Q.3 The organizations make their special offer to the customers who will provide the highest profit margins, greatest response rate and _____.

a. Lowest revenue

b. Greatest cost

c. Lowest cost

d. None of the given options

Q.4 If Mr. A buys 1,000 items from a super store with a profit margin of only Rs. 1 for each item and Mr. B buys only 500 items from the same super store but the profit was Rs. 5 for each item, which customer is the most valuable?

a. Mr. A

b. Mr. B

c. Both Mr. A & Mr. B

d. None of the above

Q.5 If two customers choose exactly the same package of certain service, but customer A

calls for help weekly and customer B calls only twice a year, which is most valuable

customer?

a. Both A & B customer

b. Customer A

c. Customer B

d. None of the above

for more contents visit
http://groups.google.com/group/vuZs

Q.6 The customers who are not so-well-educated are called _____.

a. Loyal customer

b. Soft customer

c. None educated customer

d. Difficult customer

Q.7 All sensory impressions (Learning, seeing, smelling, feeling and tasting) are

telegraphed to our mind at the rate of approximately _____ per day.

a. 100, 0000 impressions

b. 10,000 impressions

c. 100,000 impressions

d. 110,000 impressions

Q.8 _____ is a tangible company asset that can (and should) be inventoried and

managed.

a. Geographical information

b. Customer information

c. Product information

d. All of the given options

Q.9 Both _____ depend on electronic information that has been collected about customers, in place of human knowledge, to build and manage relationships.

a. CRM and e-CRM

b. Customer and consumer

c. Product and service

d. Service and idea

Q.10 _____ is the symptom of poor listening.

a. Listening Germinates Receptivity

b. Use correct level of language

c. Resist distractions

d. Eradicating details

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c. 3, 42

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Q.4 A _____ is a software application that enables a user to display and interact

with text, images, and other information for customers/consumers located on a

web page at a website on the World Wide Web or a local area network.

a. Web browser

b. HTML

c. HTTP

d. None of the given options

Q.5 Which one of the following is **NOT** a part of sales applications?

a. Compensation

b. Opportunity and Pipeline Management

c. Proposal Generation and Management

d. Budgeting and forecasting

for more contents visit
http://groups.google.com/group/vuZs

Q.6 MRP is stand for _____

a. Materials resource pricing

b. Material resource planning

c. Material resource placing

d. None of the given options

Q.7 Acquiring the Right Customers, based on known characteristics, which drives growth and increased profit margin, is a benefit of _____

a. CRM Process

b. eCRM

c. CRM

d. eCRM process

Q.8 Correlate, combine, cognize and _____ are the four C's of CRM Process

a. Connect

b. Customer

c. Consumer

d. None of the given options

Q.9 Quicker attention and resolution of complaints lead to _____

a. High profits

b. Low cost

c. Favorable word of mouth

d. Stronger customer relationship

Q.10 Organization's win-back programs should be _____.

a. Policy base

b. Reward base

c. Profit base

d. Sales base

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2007

Q.1 Which of the following is **NOT** the general purpose of CRM?

(a) Purpose of CRM is better managing their customers through the introduction of reliable systems and methods.

(b) Purpose of CRM is enable organizations to service their existing customers more emphatically and more forcefully

(c) Purpose of CRM is not developing processes and procedures for interacting new customers.

(d) All of above given options

Q.2 Geographical Concentration Means:

(a) Group of customers

(b) Specific geographical area

(c) Thick city markets

(d) Terrain of the soil

Q.3 Service Deficiency is known as:

(a) Product defects

(b) Inefficient service standards

(c) Incorrect service provision

(d) Identified in-sufficiency of service

Q.4 Customer demands from suppliers are:

(a) Good people to handle them

(b) Good price and discounts

(c) Good Environment

(d) All of the above given options

Q.5 Front Office CRM Systems covering real-time aspects of sales related activity is referred to as:

(a) Automated Marketing

(b) CRM Customer Communications

(c) CRM Customer Services

(d) Sales Force Automation

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Q.6 Which of the following reasons to lose the customer?

(a) Price related reasons

(b) Product related reasons

(c) Service-related reasons

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Q. 7 Relationship marketing approach has great significance from the organization's point of view. Which one of the following is true?

(a) Relationship management is enhancement in customer recruitment cost

(b) Relationship management is reduction of customer base

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(a) Making the customer realize his or her handicap

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(c) Don’t show any offence

(d) Handle with special aids for the kind of helplessness

Q.10 One objective of an overall _____ is to put the organization into a position to

carry out its mission effectively and efficiently.

(a) Strategic management
(b) Strategy formulation
(c) Corporate strategy
(d) All of above given options

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2008

Q. 1 Customer relationship management does not move around which of the following?

(a) Customer retention
(b) Policies development
(c) Retain customers
(d) Customer satisfaction

Q.2 Which of the following is NOT the general purpose of CRM?

(a) Purpose of CRM is better managing customers through the introduction of reliable systems and methods.

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Q.3 Service Deficiency is known as:

(a) Product defects

(b) Inefficient service standards

(c) Incorrect service provision

(d) Identified in-sufficiency of service

Q.4 The process of performing activities that increase the value of goods or services to consumers is known as:

(a) Value development

(b) Value creation

(c) Value chain

(d) Value addition

Q.5 Incentive schemes, additional services and sentiments based scheme are called:

(a) Concentration on the paying ability of customers

(b) Building switching barriers

(c) Relationship based pricing schemes

(d) Differentiation in price and quality standards

for more contents visit

http://groups.google.com/group/vuZs

Q.6 Life style is an important variables of which of the following market segmentation?

(a) Time segmentation

(b) Geographic segmentation

(c) Psychographics segmentation

(d) Demographic segmentation

Q.7 Customer service facilitation includes EXCEPT:

(a) Divert attention of customer

(b) Resolve problem

(c) Improve efficiency

(d) Provide full information

Q.8 Traditionally, stores have carried inventory to:

(a) Terminate production economies

(b) Eliminate forecasting uncertainty

(c) Provide better service for customers

(d) Prevent strikes or product shortages

Q.9 Supporting customers through the process of selecting, purchasing, and maintaining a product or service is known as:

(a) Customer loyalty

(b) Customer satisfaction

(c) Customer services

(d) Customer retention

Q.10 Geographical Concentration Means:

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2008

1. Traditional marketing approach is not based on

1. Gaining new customers

2. Retaining Customers
3. Individual transaction
4. Market share

2. Customer who always use your product over competitor's product are called

A. Regular customer
B. Loyal customers
C. New customer
D. A&B

3. CRM is selling product or service by using

A. Economic inducement
B. Business inducement
C. Psychological inducement

4. ---------- is performing activities that increase the value of goods or services to consumers.

A. Value addition
B. Value creation
C. value chain

5. Which of the following is one of the CRM business drivers?

A. Inventory control
B. Increase revenues
C. Automation/productivity/efficiency
D. All of the above

for more contents visit
http://groups.google.com/group/vuZs

6. Quicker attention and resolution of complaints lead to _____

A. High profits
B. Low cost
C. Favorable word of mouth

D. Stronger customer relationship

7._____ is the ability to be used on a large scale, and to be reliably expanded to whatever scale is necessary.

A. Scalability

B. Durability

C. Accountability

D. Adoptability

8. Why would developing a privacy program be worthwhile for a company?

A. So competitors can't steal its information

B. To keep company secrets "in house"

C. In order to demonstrate its respect for customer privacy

D. In order to demonstrate its lack of respect for customer privacy

E. Privacy policies are required by law

9. Analytical CRM analyzes customer data for following purposes except

A. Design and execution of targeted marketing campaigns to optimize http://en.wikipedia.org/wiki/Marketing_effectivenessmarketing effectiveness.

B. Measuring and Optimizing Customer Relationships

C. Delivers personalized and efficient marketing, sales, and service through multi-channel collaboration

D. Data mining

10. ---------- involves the area of Customer Service and Support.

A. Collaborative CRM

B. Analytical CRM

C. Operational CRM

D. None of the Above

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2008

1. Which of the following process deals with the concept of designing marketing communications programs

those coordinate all promotional activities to provide a consistent message across all audiences?

Integrated marketing communications

Relationship marketing

The marketing mix

Direct marketing

2. What is the largest media which we adopt for intensive interaction with respect to direct response?

Telemarketing

Door-to-door

Broadcast

Mail

3. Which of the following statements describes a key difference between advertising and publicity?

Publicity is more expensive on a cost-per-contact basis than advertising.

Publicity is usually directly paid, and advertising is usually indirectly paid.

Advertising is usually directly paid, and publicity is usually indirectly paid.

Publicity always has a much greater reach than advertising.

4. Mention the characteristics of good CRM that this system contains.

Integration between the customers calls and e-mails

Does not need integration between the customers calls and e-mails

Has never had the customers calls and e-mails integrated

Integration between the customers calls and the headsets the agents wear

5. Which aspect of a message focuses on new information or ideas?

Channel

Relationship

Content

Context

for more contents visit
http://groups.google.com/group/vuZs

6. A specified demographic group for which an advertising message is designed , is know as:

Target Audience

Lobbying efforts

Spin

Astroturf

7. Which of the following is heading the activities by which group pressures are brought to bear on

legislatures, the legislative process, and all aspects of the public-policy-making process?

Lobbying

Spin

Astroturf

Press Conferences

8. Which one of the following is not a typical CRM application?

Proposal preparation systems

Lead management systems

Call management

Sales support systems

Customer records

9. Which of the following is not a characteristic of the business-to-business arena?

Large markets

Wide geographic spread

Low average spend per customer

Complex buyer behavior

10. Which of the following links, the organization to its individual customers, employees, suppliers, and

other partners for their mutual long-term benefits?

Social responsibility

Relationship marketing

Suppliers' interests

Producers' interests

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2007

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Q.1 Which **ONE** of the following in not the requirement for managing customer?

a. Need and want of customers

b. Measurement of most or least profitability of customer or product

c. Measurement of least growth potential of product or customer

d. Knowing which customers will be advocates and supporters

Q.2 CRM as a discipline that depends on people, process, information and _____

a. Technology

b. Innovation

c. Discovery

d. All of the given options

Q.3 According to AOL Cyber study conducted in early in 2000, the increase form _____ per cent of the internet community purchasing something online in 1998 to _____ per cent of the same group purchasing semi-regularly online in 1999.

a. 7, 32

b. 13, 42

c. 3, 42

d. 3, 32

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c. Profit base
d. Sales base

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2009

Question # 1 of 10
Which of the following is an element of an organization's internal-environment? Select correct option:
Wholesalers
Retailers
Employees
Competitors
Question # 2 of 10
Which of the following refers to Companies often failure to predict changes, either slow or long range to at least calculate their impact on their product and customers? Select correct option:
Failure to obtain Senior Management Commitment
Poor Communications
Failure to Coordinate
Inability to Predict Environmental Reaction
A _____ is an organized collection of comprehensive information about individual customers or prospects. Select correct option:
Business database
Customer mailing list
Customer database
Marketing database
Supporting customers through the process of selecting, purchasing, and maintaining a product or service is known as: Select correct option:
Customer loyalty
Customer satisfaction
Customer retention
Customer services
All of the following statements are principles of

communication, EXCEPT: Select correct option:
Communication is a system
Communication is static
Communication can be intentional or unintentional
Communication is a process

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http://groups.google.com/group/vuZs

Operational customer relationship management supports which of the following function? Select correct option:
Front Office
Customer campaigns
Effective interaction
Data mining

Question # 10 of 10
which of the following is NOT a dimension of service quality? Select correct option:
Empathy
Assurance
Reliability
Competence

Question # 1 of 10
Customer Service Culture includes all EXCEPT: Select correct option:
Traits
Value
Norms
Behavior

Question # 2 of 10
Promoters are those customers who? Select correct option:
Use product occasionally
Use product when required
Recommend a company to others
Use product continuously

Question # 3 of 10
Companies can gain a strong competitive advantage through having better-trained people. This is known as: Select correct option:
Personnel differentiation

Product differentiation
Personnel training
Human resources parity

Question # 8 of 10
Horizon cat food mailed a packet of catnip seed to every person who visited its website. Along with the catnip seed was a note that advised consumers to visit http://www.horizon.com if they wanted to create a cat-friendly garden. This illustration is the best use of which concept for approaching prospect customer? Select correct option:
Print advertising
Direct marketing
Personal selling
Public relations

Question # 10 of 10
Which one of these is NOT the major area on which customer relationship management focuses? Select correct option:
Expansion of customer base
Reduction of advertising costs
Gaining new customers, no focus on existing ones
Personal information gathering and processing
Question # 4 of 10
Which of the following is Not part of marketing mix? Select correct option:
Competitors
Pricing
Promotion
Product

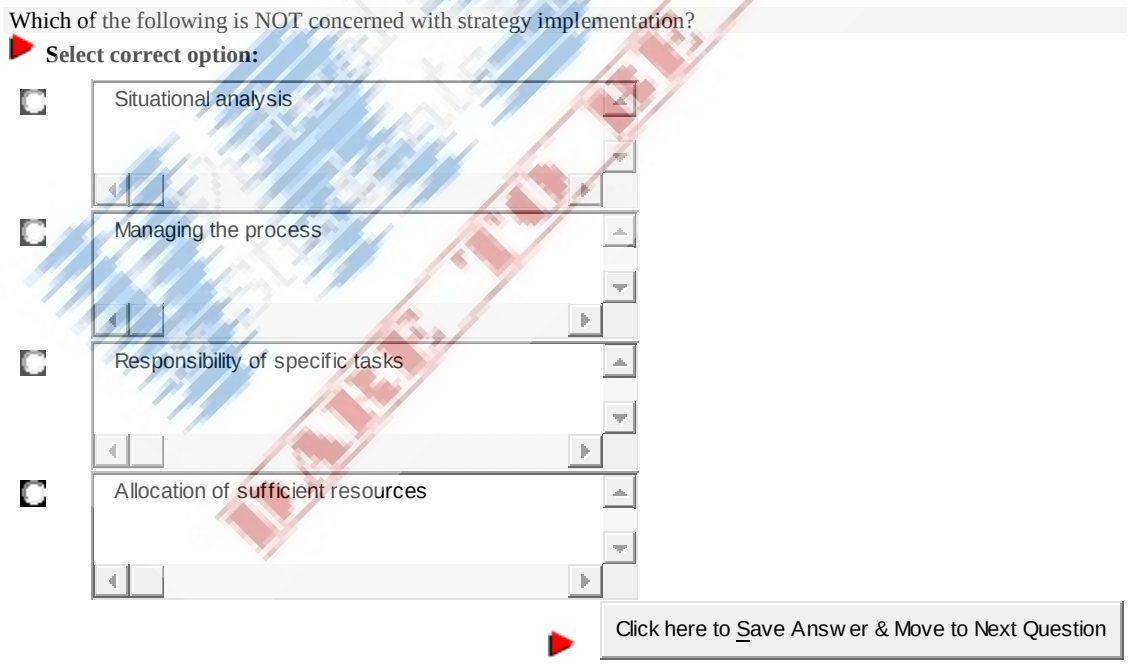
Question # 5 of 10
how can complaints provide the firm with great value? Select correct option:
They provide a chance to prove the company is right
They can be a source of information for a company
Resolving those ties up important resources
They offer an opportunity to shed bad customers

Question # 6 of 10
Marketing relationships are: Select correct option:

Intensely personal, like human relationships
Intended to deliver short-term customer satisfaction
Intended to deliver long-term customer satisfaction
The most important element of the marketing mix

Question # 7 of 10
Which of the following is a special human trait that we need to sharpen and use very often in CRM?
Select correct option:
None of the given options
Foresee
Forecast
Forecast and foresee

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Vu-specialization 2010 -11
http://groups.google.com.pk/group/vu-specialization
Fawad (cooolstar@gmail.com)



Question # 2 of 20 (Start time: 09:27:55 PM) **Total Marks:** 1

Customer Service Culture includes all EXCEPT:

Select correct option:

- Traits
- Value
- Norms
- Behavior

Response of listening falls under which one of the following categories?

Select correct option:

- It can be verbal
- It can be nonverbal
- It can be verbal or nonverbal
- It can neither be verbal nor nonverbal

Click here to Save Answer & Move to Next Question

Quiz Start Time: 09:26 PM

Time Left 81 sec(s)

Question # 4 of 20 (Start time: 09:29:43 PM) **Total Marks:** 1

Which of the following is the part of strategy-implementation activities?

Select correct option:

- Preparing a TOWS matrix
- Allocation of sufficient resources
- Conducting a situation analysis
- Environmental scanning

Click here to Save Answer & Move to Next Question

Question # 5 of 20 (Start time: 09:31:15 PM) **Total Marks:** 1

Customer delivered value is the difference between total customer value and total customer cost of a marketing product. This value can be interpreted as what?

Select correct option:

- Value cost to company
- Profit to the company
- Value maximization
- Profit to the customer

Question # 6 of 20 (Start time: 09:32:32 PM) **Total Marks:** 1

Which of the following problems can deter a firm from effectively using CRM?

Select correct option:

- The expense of building and maintaining a customer database

- Having the resources to manage and train employee effectively
- Not all customers want a relationship with the company
- All of the given options

Question # 7 of 20 (Start time: 09:33:51 PM) **Total Marks:** 1

Which of the following system typically a part of a company's customer relationship management system that automatically records all the stages in a sales process?

Select correct option:

- Business Automation (BA)
- Enterprise Marketing Automation (EMA)
- Sales Force Automation (SFA)
- Customer Service and Support (CSS)

Question # 8 of 20 (Start time: 09:35:27 PM) **Total Marks:** 1

Which of the following refers to suggest related products (warranties, accessories etc) to customers for buying with the major product?

Select correct option:

- Up-selling
- Cross selling
- Impersonal selling

- Personal selling

Question # 9 of 20 (Start time: 09:36:59 PM) **Total Marks:** 1

When describing product and services along the tangible-intangible continuum for goods and services, which of the following is considered a dominant tangible?

Select correct option:

- Fast food outlets
- A haircut
- Washing powder
- A visit to the doctor

Question # 11 of 20 (Start time: 09:40:09 PM) **Total Marks:** 1

In service marketing, the most important link to the customer is known as:

Select correct option:

- The tangible aspects of the service
- Well-trained contact employees
- Good word-of-mouth communication

- Effective advertising

How can complaints provide the firm with great value?

Select correct option:

- They provide a chance to prove the company is righ
- They can be a source of information for a company
- Resolving those ties up important resources
- They offer an opportunity to shed bad customers

Question # 13 of 20 (Start time: 09:43:15 PM) **Total Marks:** 1

Which one of the following is the MOST important communication skill?

Select correct option:

- Empathic listening
- Active listening
- Inactive listening
- Objective listening

Question # 14 of 20 (Start time: 09:44:49 PM) **Total Marks:** 1

Customer services are defined as:

Select correct option:

- Building company image
- Provision of all resources and benefits to customers
- The provision of labor and other resources
- Increasing the value that buyer receives for their purchase

Question # 6 of 10

Marketing relationships are: Select correct option:

Intensely personal, like human relationships

Intended to deliver short-term customer satisfaction

Intended to deliver long-term customer satisfaction

The most important element of the marketing mix

Question # 16 of 20 (Start time: 09:47:42 PM) **Total Marks:** 1

Which of the following is the process of enabling personnel to deliver service in manner that is beneficial to both the organization's customers and to itself?

Select correct option:

- Training
- Recruitment
- Empowerment

- Accountability

Question # 17 of 20 (Start time: 09:48:40 PM) **Total Marks:** 1

Life style is an important variables of which of the following market segmentation?

Select correct option:

- Time segmentation
- Geographic segmentation
- Psychographics segmentation
- Demographic segmentation

Question # 18 of 20 (Start time: 09:49:53 PM) **Total Marks:** 1

All are the parts of application architecture of customer relationship management (CRM) EXCEPT:

Select correct option:

- Technological application
- Operational application
- Collaborative application
- Analytical application

PAKE TO BE DIFFERENT .com

Question # 19 of 20 (Start time: 09:51:30 PM) **Total Marks:** 1

Which one of these is NOT the major area on which customer relationship management focuses?

Select correct option:

- Expansion of customer base
- Reduction of advertising costs
- Gaining new customers, no focus on existing ones
- Personal information gathering and processing

In which case, probability of customer incraese to become a defector?

Complaints not expressed and resolved
Complaints expressed and resolved
Complaints not expressed and not resolved
Complaints expressed but not resolved

Question # 1 of 15 (Start time: 12:47:54 PM)
Total Marks: 1
Which of the following is not a benefit customers generally experience from direct marketing?
Select correct option:

The psychosocial benefit of being valued and understood
Reduced prices
Time utility
Shopping convenience

Question # 2 of 15 (Start time: 12:49:20 PM)
Total Marks: 1
All helps to prevent customers' defection EXCEPT:

Select correct option:

Compulsion due to technological and environmental forces
Attempt to Track Losses
Customers Specific Approach
Customer Win–Back Program

Question # 3 of 15 (Start time: 12:50:44 PM)
Total Marks: 1
Which of the following tool provides the company with business-related information like industry trends and competitor information?
Select correct option:

Business Automation (BA)
Enterprise Marketing Automation (EMA)
Customer Service and Support (CSS)
Sales Force Automation (SFA)

Question # 4 of 15 (Start time: 12:51:54 PM)
Total Marks: 1
A comprehensive _____ should support all four phases of the customer life cycle.
Select correct option:

Database
CRM system
E-commerce system
Marketing program

Question # 5 of 15 (Start time: 12:52:41 PM)
Total Marks: 1

The essence of good marketing messages is that they need to clearly illustrate the product and service and
that they should be meaningful and _____to the target audience.
Select correct option:

Reliable
Believable
Relevant
Applicable

Question # 6 of 15 (Start time: 12:54:14 PM)
Total Marks: 1
Which of the following is a non-personal form of promotion that is delivered through selected media outlets that, under most circumstances, require the marketer to pay for message placement?
Select correct option:

Direct mail
Word of mouth
Publicity
Advertising

Question # 7 of 15 (Start time: 12:54:55 PM)
Total Marks: 1
“Lead tracking, distribution and management” are functional components of which of the following?
Select correct option:

Sales application
Marketing application
Customer service

Support application

Question # 8 of 15 (Start time: 12:55:56 PM)
Total Marks: 1
The skill to stimulate someone to take action refers to which of the following?
Select correct option:

Skill to foresee
Skill to speed up response
Skill to listen
Skill to induce

Question # 9 of 15 (Start time: 12:56:46 PM)
Total Marks: 1
With respect to customer satisfaction, which of the following is referred as the key to success?
Select correct option:

Preference
Up-to-date Supply
Courtesy
Enthusiasm

Question # 10 of 15 (Start time: 12:57:32 PM)
Total Marks: 1
Electronic business is the use of the Internet, other networks and information technologies to support which of the following?
Select correct option:

Customer service management
Enterprise communication and collaboration

All of the given options
Electronic commerce

Question # 11 of 15 (Start time: 12:58:28 PM)
Total Marks: 1
Customer satisfaction arises from:
Select correct option:

The salesperson that sells and services the product
The product itself
The company that makes or distributes the product
Product that meets the expectations of the customer

Question # 12 of 15 (Start time: 12:59:46 PM)
Total Marks: 1
A customer-driven strategy has three main strands. Which of the following is not one of them?
Select correct option:

Understanding the customer
An obsession with efficiency
Provision of real value for money
Responsiveness to customer needs

1. Which of the following tool provides the company with business-related information
like industry trends and competitor information?
a) Business Automation (BA)
b) Enterprise Marketing Automation (EMA)
c) Customer Service and Support (CSS)
d) Sales Force Automation (SFA)

2. A security measure to unauthorized access to documents is:
a) Backup/restore
b) Physical access restrictions
c) Network access control
d) None of the given options

3. The centralized storage (in a data warehouse) of all information relevant to customer
interaction is BEST described by which of the following concepts?
a) Collaborative CRM
b) Scalability
c) Data base
d) Workflow

4. With respect to customer satisfaction, which of the following is referred as the key to
success?
a) Preference
b) Up-to-date Supply
c) Courtesy
d) Enthusiasm

5. Product-related ethical issues can arise when marketers:
a) Do not provide consumers with enough information about product transportation.
b) Fail to disclose information to consumers about the risks associated with using product.
c) Force intermediaries to behave in a specific manner.
d) Do not provide consumers with enough information about how a product is priced.

6. A _____ is an organized collection of comprehensive information about individual
customers or prospects.
a) Business database

b) Customer mailing list
c) Customer database
d) Marketing database

7. Companies can gain a strong competitive advantage through having better-trained
people. This is known as:
a) Personnel differentiation
b) Product differentiation
c) Personnel training
d) Human resources parity

8. In service marketing, the most important link to the customer is known as:
a) The tangible aspects of the service
b) Well-trained contact employees
c) Good word-of-mouth communication
d) Effective advertising

9. Which of the following is a technique that might be used by an active listener?
a) Offer a point of view often when in conversation
b) Paraphrase the speaker's meaning
c) Express concern
d) Explain the speaker's meaning

10. Which of the following are the two skills associated with being a good listener?
a) To pay attention and to provide a strong point of view in response to a given message
b) To pay attention and to provide feedback
c) To pay attention and to mask your disinterest when necessary
d) To listen to more than one message at a time and to provide constructive criticism

11. Which of the following is NOT part of an organization's micro-environment?
a) Competitors
b) Suppliers
c) Customers
d) Government legislation

12. Which of the following are the means by which long-term objectives will be achieved?
a) Long-term goals
b) Mission statements
c) Strategies
d) Vision statements

13. Karen's company just finished meeting with the consultants who delivered a 4-year
plan of improvements. Which part of the strategic landscape is described?
a) Strategy initiation
b) Strategy formulation
c) Strategy implementation
d) Strategy assessment

14. It is a job for the whole management team, not a few senior managers, because every
manager needs to be concerned with what has to be done in his/her area of authority to
implement the company's strategy successfully refers to as:
a) Implementing and executing strategy
b) Formulating and implementing strategy
c) Formulating and executing strategy
d) Statement is wrong

15. Which one of the following is NOT a good indicator of how well a company's present
strategy is working?
a) The company's market share ranking and whether its share is trending up, down, or
staying more or less the same
b) Whether the company is regarded as a leader in some significant area (technology,
product quality, customer service, product innovation and so on) and the firm's image
and reputation with customers
c) Whether the company's profit margins are increasing or decreasing and how large they are relative to other firms in the industry
d) Whether the company's resource strengths and competitive capabilities outweigh its
re

16. Which of the following refers to companies often failure to predict changes, either
slow or long range to at least calculate their impact on their product and customers?
a) Inability to predict environmental reaction
b) Failure to coordinate
c) Poor communications
d) Failure to obtain senior management commitment

17. Immediate attention and help must be given to customers in sensitive to

situations. This
skill refers to which of the followings?
a) Skill to listen
b) Skill to speed up response
c) Skill to provide positive experience
d) Skill to be receptive

18. Branding assists buyers in numerous ways. Which of the following is NOT a direct
consumer benefit derived from branding?
a) Brand names convey product quality
b) Branding enables suppliers to attract loyal and profitable set of customers
c) Brand names raise awareness and increase consumer interest
d) Brand names increase shopper efficiency

19. Consumer's perception of product or service quality is influenced by which of the
following category?
a) Brand perception, price perception, and value perception
b) Brand name, objective price, and perceived sacrifice
c) Brand perception, price perception, and store perception
d) Brand name, objective price, and willingness to buy

20. A brand relationship strategy is used for which of the following purpose?
a) Focuses on profits
b) Identifies building market share as its objective
c) Pulls a firm's diverse product lines into a "family of brands"
d) Brings brands and customers together

Question # 1 of 10
Which of the following is an element of an organization's internal-environment? Select correct option:
Wholesalers
Retailers
Employees
Competitors

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Which of the following refers to Companies often failure to predict changes, either slow or long range to at least calculate their impact on their product and customers? Select correct option:
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Failure to Coordinate
Inability to Predict Environmental Reaction

A _____ is an organized collection of comprehensive information about individual customers or prospects. Select correct option:
Business database
Customer mailing list
Customer database
Marketing database

Supporting customers through the process of selecting, purchasing, and maintaining a product or service is known as: Select correct option:
Customer loyalty
Customer satisfaction
Customer retention
Customer services

All of the following statements are principles of communication, EXCEPT: Select correct option:
Communication is a system
Communication is static
Communication can be intentional or unintentional
Communication is a process

Operational customer relationship management supports which of the following function? Select correct option:
Front Office
Customer campaigns
Effective interaction
Data mining

Question # 10 of 10
which of the following is NOT a dimension of service quality? Select correct option:
Empathy
Assurance
Reliability
Competence

Question # 1 of 10
Customer Service Culture includes all EXCEPT: Select correct option:
Traits
Value
Norms
Behavior

Question # 2 of 10
Promoters are those customers who? Select correct option:
Use product occasionally
Use product when required
Recommend a company to others
Use product continuously

Question # 3 of 10
Companies can gain a strong competitive advantage through having better-trained people. This is known as: Select correct option:
Personnel differentiation
Product differentiation
Personnel training
Human resources parity

Question # 4 of 10
Which of the following is Not part of marketing mix? Select correct option:
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Pricing
Promotion
Product

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They provide a chance to prove the company is right
They can be a source of information for a company
Resolving those ties up important resources
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Intended to deliver short-term customer satisfaction
Intended to deliver long-term customer satisfaction
The most important element of the marketing mix

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None of the given options
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Forecast
Forecast and foresee

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Public relations

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Which one of these is NOT the major area on which customer relationship management focuses? Select correct option:
Expansion of customer base
Reduction of advertising costs
Gaining new customers, no focus on existing ones
Personal information gathering and processing

Q.1 Why have consumers/customers been so hyper-aware and so nervous?

a. Much more information is collected and seemingly available to more people at much faster rate.
b. Much more information is collected and seemingly not available to more people at much faster rate.
c. Much more information is not collected and seemingly available to more people at much faster rate.
d. Much more information is not collected and seemingly not available to more people at much faster rate.

Q.2 _____ organization try to segment their customers based on what product the customer purchased.
a. Production-centered
b. Product-centered

c. Customer-centered
d. Consumer-centered

Q.3 The organizations make their special offer to the customers who will provide the highest profit margins, greatest response rate and _____.

a. Lowest revenue
b. Greatest cost
c. Lowest cost
d. None of the given options

Q.4 If Mr. A buys 1,000 items from a super store with a profit margin of only Rs. 1 for each item and Mr. B buys only 500 items from the same super store but the profit was Rs. 5 for each item, which customer is the most valuable?

a. Mr. A
b. Mr. B
c. Both Mr. A & Mr. B
d. None of the above

Q.5 If two customers choose exactly the same package of certain service, but customer A calls for help weekly and customer B calls only twice a year, which is most valuable customer?

a. Both A & B customer
b. Customer A
c. Customer B
d. None of the above

Q.6 The customers who are not so-well-educated are called _____.

a. Loyal customer
b. Soft customer
c. None educated customer
d. Difficult customer

Q.7 All sensory impressions (Learning, seeing, smelling, feeling and tasting) are telegraphed to our mind at the rate of approximately _____ per day.

a. 100, 0000 impressions
b. 10,000 impressions
c. 100,000 impressions
d. 110,000 impressions

Q.8 _____ is a tangible company asset that can (and should) be inventoried and managed.

a. Geographical information
b. Customer information
c. Product information
d. All of the given options

Q.9 Both _____ depend on electronic information that has been collected

about customers, in place of human knowledge, to build and manage relationships.

a. CRM and e-CRM

b. Customer and consumer

c. Product and service

d. Service and idea

Q.10 _____ is the symptom of poor listening.

a. Listening Germinates Receptivity

b. Use correct level of language

c. Resist distractions

d. Eradicating details

Q.1 Which **ONE** of the following in not the requirement for managing customer?

a. Need and want of customers

b. Measurement of most or least profitability of customer or product

c. Measurement of least growth potential of product or customer

d. Knowing which customers will be advocates and supporters

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b. Innovation

c. Discovery

d. All of the given options

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b. HTML

c. HTTP

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Q.5 Which one of the following is **NOT** a part of sales applications?

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b. Opportunity and Pipeline Management

c. Proposal Generation and Management

d. Budgeting and forecasting

Q.6 MRP is stand for _____

a. Materials resource pricing
b. Material resource planning
c. Material resource placing
d. None of the given options

Q.7 Acquiring the Right Customers, based on known characteristics, which drives
growth and increased profit margin, is a benefit of _____

a. CRM Process
b. eCRM
c. CRM
d. eCRM process

Q.8 Correlate, combine, cognize and _____ are the four C's of CRM Process

a. Connect
b. Customer
c. Consumer
d. None of the given options

Q.9 Quicker attention and resolution of complaints lead to _____
a. High profits
b. Low cost
c. Favorable word of mouth
d. Stronger customer relationship

Q.10 Organization's win-back programs should be _____.
a. Policy base
b. Reward base
c. Profit base
d. Sales base

Q.1 Which of the following is **NOT** the general purpose of CRM?

(a) Purpose of CRM is better managing their customers through the introduction of reliable systems and methods.
(b) Purpose of CRM is enable organizations to service their existing customers more emphatically and more forcefully
(c) Purpose of CRM is not developing processes and procedures for interacting new customers.
(d) All of above given options

Q.2 Geographical Concentration Means:

(a) Group of customers
(b) Specific geographical area
(c) Thick city markets
(d) Terrain of the soil

Q.3 Service Deficiency is known as:

(a) Product defects
(b) Inefficient service standards
(c) Incorrect service provision
(d) Identified in-sufficiency of service

Q.4 Customer demands from suppliers are:

(a) Good people to handle them
(b) Good price and discounts
(c) Good Environment
(d) All of the above given options

Q.5 Front Office CRM Systems covering real-time aspects of sales related activity is referred to as:

(a) Automated Marketing
(b) CRM Customer Communications
(c) CRM Customer Services
(d) Sales Force Automation

Q.6 Which of the following reasons to lose the customer?

(a) Price related reasons
(b) Product related reasons
(c) Service-related reasons
(d) All of above given options

Q. 7 Relationship marketing approach has great significance from the organization's point of view. Which one of the following is true?

(a) Relationship management is enhancement in customer recruitment cost
(b) Relationship management is reduction of customer base
(c) Relationship management is reduction in advertisement and other sales promotion expenses
(d) Relationship management is the loss of customer selectivity approach

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(a) Training of Employees
(b) A Modification of Business Processes based on customers' needs

(c) An adoption of Relevant IT Systems (including software and maybe hardware) and/or usage of IT service that enable the organization or company to follow its CRM strategy.

(d) All of above given options

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(a) Making the customer realize his or her handicap
(b) Try to figure out things they cant say or explain
(c) Don't show any offence
(d) Handle with special aids for the kind of helplessness

Q.10 One objective of an overall _____ is to put the organization into a position to carry out its mission effectively and efficiently.

(a) Strategic management
(b) Strategy formulation
(c) Corporate strategy
(d) All of above given options

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(a) Customer retention
(b) Policies development
(c) Retain customers
(d) Customer satisfaction

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(c) Incorrect service provision
(d) Identified in-sufficiency of service

Q.4 The process of performing activities that increase the value of goods or services to
consumers is known as:
(a) Value development
(b) Value creation
(c) Value chain
(d) Value addition

Q.5 Incentive schemes, additional services and sentiments based scheme are called:
(a) Concentration on the paying ability of customers
(b) Building switching barriers
(c) Relationship based pricing schemes
(d) Differentiation in price and quality standards

Q.6 Life style is an important variables of which of the following market segmentation?
(a) Time segmentation
(b) Geographic segmentation
(c) Psychographics segmentation
(d) Demographic segmentation

Q.7 Customer service facilitation includes EXCEPT:
(a) Divert attention of customer
(b) Resolve problem
(c) Improve efficiency
(d) Provide full information

Q.8 Traditionally, stores have carried inventory to:
(a) Terminate production economies
(b) Eliminate forecasting uncertainty
(c) Provide better service for customers
(d) Prevent strikes or product shortages

Q.9 Supporting customers through the process of selecting, purchasing, and maintaining a
product or service is known as:
(a) Customer loyalty
(b) Customer satisfaction
(c) Customer services
(d) Customer retention

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(c) Thick city markets

(d) Terrain of the so

1. Traditional marketing approach is not based on
   A. Gaining new customers
   B. Retaining Customers
   C. Individual transaction
   D. Market share
2. Customer who always use your product over competitor's product are called
   A. Regular customer
   B. Loyal customers
   C. New customer
   D. A&B
3. CRM is selling product or service by using
   A. Economic inducement
   B. Business inducement
   C. Psychological inducement
4. ---------- is performing activities that increase the value of goods or services to consumers.
   A. Value addition
   B. Value creation
   C. value chain
5. Which of the following is one of the CRM business drivers?
A. Inventory control
B. Increase revenues
C. Automation/productivity/efficiency
D. All of the above
6. Quicker attention and resolution of complaints lead to _____
A. High profits
B. Low cost
C. Favorable word of mouth
D. Stronger customer relationship
7._____ is the ability to be used on a large scale, and to be reliably expanded to whatever scale is necessary.
A. Scalability
B. Durability
C. Accountability
D. Adoptability
8. Why would developing a privacy program be worthwhile for a company?
A. So competitors can't steal its information
B. To keep company secrets "in house"
C. In order to demonstrate its respect for customer privacy
D. In order to demonstrate its lack of respect for customer privacy
E. Privacy policies are required by law
9. Analytical CRM analyzes customer data for following purposes except
A. Design and execution of targeted marketing campaigns to optimize marketing effectiveness.

B. Measuring and Optimizing Customer Relationships
C. Delivers personalized and efficient marketing, sales, and service through multi-channel collaboration
D. Data mining
10. ---------- involves the area of Customer Service and Support.
A. Collaborative CRM
B. Analytical CRM
C. Operational CRM
D. None of the Above

1. Which of the following process deals with the concept of designing marketing communications programs
those coordinate all promotional activities to provide a consistent message across all audiences?
Integrated marketing communications
Relationship marketing
The marketing mix
Direct marketing
2. What is the largest media which we adopt for intensive interaction with respect to direct response?
Telemarketing
Door-to-door
Broadcast
Mail
3. Which of the following statements describes a key difference between advertising and publicity?
Publicity is more expensive on a cost-per-contact basis than advertising.
Publicity is usually directly paid, and advertising is usually indirectly paid.
Advertising is usually directly paid, and publicity is usually indirectly paid.
Publicity always has a much greater reach than advertising.
4. Mention the characteristics of good CRM that this system contains.
Integration between the customers calls and e-mails
Does not need integration between the customers calls and e-mails
Has never had the customers calls and e-mails integrated
Integration between the customers calls and the headsets the agents wear
5. Which aspect of a message focuses on new information or ideas?
Channel
Relationship
Content
Context
6. A specified demographic group for which an advertising message is designed , is know as:
Target Audience
Lobbying efforts
Spin
Astroturf
7. Which of the following is heading the activities by which group pressures are brought to bear on
legislatures, the legislative process, and all aspects of the public-policy-making process?

Lobbying
Spin
Astroturf
Press Conferences
8. Which one of the following is not a typical CRM application?
Proposal preparation systems
Lead management systems
Call management
Sales support systems
Customer records
9. Which of the following is not a characteristic of the business-to-business arena?
Large markets
Wide geographic spread
Low average spend per customer
Complex buyer behavior
10. Which of the following links, the organization to its individual customers, employees, suppliers, and
other partners for their mutual long-term benefits?
Social responsibility
Relationship marketing
Suppliers' interests
Producers' interests

2007

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Reduction of advertising costs
Gaining new customers, no focus on existing ones
Personal information gathering and processing

Question # 3 of 15 (Start time: 06:45:30 PM) **Total Marks:** 1

Division of the market into groups based on variables such as age, gender, size, income, occupation, education, religion, race and nationality comes under which of the following market segmentation?

Select correct option:

- Geographic segmentation
- Psychographics segmentation
- **Demographic segmentation**

- Time segmentation

Question # 4 of 15 (Start time: 06:46:08 PM) **Total Marks:** 1

If the performance of a purchased product or service exceeds the customer's expectations, this results in what type of customer?

Select correct option:

- Satisfied customer
- Dissatisfied customer
- Ambivalent customer
- **Delighted customer**

Click here to Save Answer & Move to Next Question

Quiz Start Time: 06:43 PM

Time Left 83 sec(s)

Question # 5 of 15 (Start time: 06:46:47 PM) **Total Marks:** 1

Products can be further classified according to their tangibility and durability. Which one of the following is NOT a feature of product durability?

Select correct option:

- Used on many occasions.
- Normally survive for several years.
- **Consumed rapidly**
- Used over an extended period of time

Click here to Save Answer & Move to Next Question

Quiz Start Time: 06:43 PM

Time Left 84 sec(s)

Question # 6 of 15 (Start time: 06:47:40 PM) **Total Marks:** 1

Which of the following is the process of enabling personnel to deliver service in manner that is beneficial to both the organization's customers and to itself?

Select correct option:

- Training
- **Recruitment**
- Empowerment
- Accountability

Quiz Start Time: 06:43 PM

Time Left 85 sec(s)

Question # 7 of 15 (Start time: 06:48:18 PM) **Total Marks:** 1

A security measure to stop unauthorized access to documents is:

Select correct option:

- Backup/restore
- Physical access restrictions
- **Network access control**
- None of the given options

Quiz Start Time: 06:43 PM

Time Left 84 sec(s)

Question # 8 of 15 (Start time: 06:49:10 PM) **Total Marks:** 1

Which of the following is not the tactic to handle the foreign visitors?

Select correct option:

- Listen to them very carefully
- Use short sentences

- [x] **Use local language**
- [ ] Speak slow and easy language

Quiz Start Time: 06:43 PM

Time Left 84 sec(s)

Question # 9 of 15 (Start time: 06:49:38 PM) **Total Marks:** 1

Which of the following term is involved in moving a product or service from supplier to customer?

Select correct option:

- [ ] Customer relationship management
- [ ] Change management
- [ ] Value chain management
- [x] **Supply chain management**

Quiz Start Time: 06:43 PM

Time Left 85 sec(s)

Question # 10 of 15 (Start time: 06:50:28 PM) **Total Marks:** 1

The centralized storage (in a data warehouse) of all information relevant to customer interaction is BEST described by which of the following concepts?

Select correct option:

- [ ] Collaborative CRM
- [ ] Scalability
- [x] **Data base**
- [ ] Workflow

Start Time: 06:43 PM

Time Left 75 sec(s)

Question # 11 of 15 (Start time: 06:51:10 PM) **Total Marks:** 1

Product-related ethical issues can arise when marketers:

Select correct option:

- Do not provide consumers with enough information about product transportation.
- Fail to disclose information to consumers about the risks associated with using a product.
- Force intermediaries to behave in a specific manner.
- **Do not provide consumers with enough information about how a product is priced.**

Quiz Start Time: 06:43 PM

Time Left 83 sec(s)

Question # 12 of 15 (Start time: 06:52:02 PM) **Total Marks:** 1

A comprehensive _____should support all four phases of the customer life cycle.

Select correct option:

- Database
- **CRM system**
- E-commerce system
- Marketing program

Quiz Start Time: 06:43 PM

Time Left 81 sec(s)

Question # 13 of 15 (Start time: 06:52:39 PM) **Total Marks:** 1

A good customer relationship management program will allow a business to:

Select correct option:

- Retain good customers
- **Retain & acquire customer**

- Provide information to customers
- Acquire customers

Time Left 83 sec(s)

Quiz Start Time: 06:43 PM

Question # 14 of 15 (Start time: 06:53:08 PM) **Total Marks:** 1

The dimension of service quality called _____ , is caring and individualized attention provided customers.

Select correct option:

- **Assurance**
- Reliability
- Empathy
- Responsiveness

Question # 15 of 15 (Start time: 06:53:40 PM) **Total Marks:** 1

Customer relationship management does not move around which of the following?

Select correct option:

- Customer retetnion
- **Policies development**
- Retain customers
- Customer satisfaction

Black shadow

Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 1 of 15 (Start time: 04:37:47 PM) Total Marks: 1

Customer delivered value is the difference between total customer value and total customer cost of a marketing product. This value can be interpreted as what?

Select correct option:

- **Value cost to company**
- Profit to the company
- Value maximization
- Profit to the customer

Click here to Save Answer & Move to Next Question

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Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 2 of 15 (Start time: 04:39:10 PM) Total Marks: 1

Supporting customers through the process of selecting, purchasing, and maintaining a product or service is known as:

Select correct option:

- Customer loyalty
- Customer satisfaction
- Customer retention
- **Customer services**

Click here to Save Answer & Move to Next Question

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Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 3 of 15 (Start time: 04:40:35 PM) Total Marks: 1

Customer relationship management applications dealing with the analysis of customer data to provide information for improving business performance best describes by which of the following?

Select correct option:

- Generic customer relationship management applications
- Supply chain management applications.
- **Analytical customer relationship management applications**
- Operational customer relationship management applications

Click here to Save Answer & Move to Next Question

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Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 4 of 15 (Start time: 04:41:49 PM) Total Marks: 1

Response of listening falls under which one of the following categories?

Select correct option:

- It can be verbal
- It can be nonverbal
- **It can be verbal or nonverbal**
- It can neither be verbal nor nonverbal

Click here to Save Answer & Move to Next Question

DARE TO BE DIFFERENT

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Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 5 of 15 (Start time: 04:42:47 PM) Total Marks: 1

Managing and scheduling follow-up sales calls helps an organization to assess which of the following activities of customers?

Select correct option:

- Post-purchase cognitive dissonance
- Repurchase probabilities
- Repurchase times
- **All of the given option**

Click here to Save Answer & Move to Next Question

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Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 6 of 15 (Start time: 04:43:42 PM) Total Marks: 1

Which of the following is NOT a part of Acculturation Mechanism?

Select correct option:

- **Scalability**
- Recruitment
- Training
- Empowerment

Click here to Save Answer & Move to Next Question

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Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 7 of 15 (Start time: 04:44:44 PM) Total Marks: 1

What is the difference between strategy and tactics?

Select correct option:

- Strategy is formal, tactics are informal
- Strategy reflects medium term objectives: tactics reflect long term objectives
- Strategy is about major issues: tactics are about minor issues
- **Strategy is about overall direction: tactics are about ways of getting there**

Click here to Save Answer & Move to Next Question

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Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 8 of 15 (Start time: 04:45:59 PM) Total Marks: 1

Customers complaints should be considered helpful EXCEPT:

Select correct option:

- Increase customer satisfaction
- Nuisance
- Improvement of product efficiency
- **Improvement in sales services**

Click here to Save Answer & Move to Next Question

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Time Left 89 sec(s)

Question # 9 of 15 (Start time: 04:47:22 PM) Total Marks: 1

Life style is an important variables of which of the following market segmentation?

Select correct option:

- Time segmentation
- Geographic segmentation
- Psychographics segmentation
- **Demographic segmentation**

Click here to Save Answer & Move to Next Question

Black shadow

Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 10 of 15 (Start time: 04:47:42 PM) Total Marks: 1

Which of the following term is involved in moving a product or service from supplier to customer?

Select correct option:

- Customer relationship management
- Change management
- Value chain management
- **Supply chain management**

Click here to Save Answer & Move to Next Question

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Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 11 of 15 (Start time: 04:48:32 PM) Total Marks: 1

All are the parts of application architecture of customer relationship management (CRM) EXCEPT:

Select correct option:

- Technological application
- Operational application
- Collaborative application
- **Analytical application**

Click here to Save Answer & Move to Next Question

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Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 12 of 15 (Start time: 04:49:50 PM) Total Marks: 1

Products can be further classified according to their tangibility and durability. Which one of the following is NOT a feature of product durability?

Select correct option:

- Used on many occasions.
- Normally survive for several years.
- **Consumed rapidly**
- Used over an extended period of time

Click here to Save Answer & Move to Next Question

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Quiz Start Time: 04:37 PM

Time Left 89 sec(s)

Question # 13 of 15 (Start time: 04:50:50 PM) Total Marks: 1

In service marketing, the most important link to the customer is known as:

Select correct option:

- The tangible aspects of the service
- Well-trained contact employees
- Good word-of-mouth communication
- **Effective advertising**

Click here to Save Answer & Move to Next Question

MC080400789 : Rizwan Saqib

Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 14 of 15 (Start time: 04:51:45 PM) Total Marks: 1

Strategic drift, where strategies progressively fail to address the strategic position of the organization, is frequently followed by:

Select correct option:

- A change of CEO
- **Transformational change**
- Transformational change or demise
- Transactional change

Click here to Save Answer & Move to Next Question

Black shadow

Time Left 89 sec(s)

Quiz Start Time: 04:37 PM

Question # 15 of 15 (Start time: 04:53:12 PM) Total Marks: 1

The centralized storage (in a data warehouse) of all information relevant to customer interaction is BEST described by which of the following concepts?

Select correct option:

- Collaborative CRM
- Scalability
- **Data base**
- Workflow

Click here to Save Answer & Move to Next Question

New Quiz

MC090408936 : Ammar Ali

Quiz Start Time: 06:44 PM Time Left 88 sec(s)

Question # 1 of 15 (Start time: 06:44:24 PM) Total Marks: 1

Services today occupy a vital and growing role in the global marketplace due to which of the following:

Select correct option:

Deregulation and liberalization of trade in services
Service has become a business imperative
The advent of enabling technologies such as the internet
All of the given options (Correct)

MC090408936 : Ammar Ali

Quiz Start Time: 06:44 PM Time Left 86 sec(s)

Question # 2 of 15 (Start time: 06:45:34 PM) Total Marks: 1
In which century the modern concept of customer service has its roots?
Select correct option:

18th century (Correct)
17th century
19th century
21st century

MC090408936 : Ammar Ali

Quiz Start Time: 06:44 PM Time Left 56 sec(s)

Question # 3 of 15 (Start time: 06:46:38 PM) Total Marks: 1
Customers who keep coming to you and pick up their supplies are known as?
Select correct option:

Customer by Repetition (Correct)
Customer by Choice
Customer by Occasion
Customer by Chance

MC090408936 : Ammar Ali

Quiz Start Time: 06:44 PM Time Left 37 sec(s)

Question # 4 of 15 (Start time: 06:47:35 PM) Total Marks: 1
A good, service, or idea consisting of a bundle of tangible and intangible attributes that can satisfy consumers is called a:
Select correct option:

Commodity

Product (Correct)

Durable good

Nondurable good

MC090408936 : Ammar Ali

Quiz Start Time: 06:44 PM Time Left 35 sec(s)

Question # 5 of 15 (Start time: 06:48:36 PM) Total Marks: 1
Functional components of Modules of CRM include all of the following EXCEPT:
Select correct option:

Support application

Advanced technologies (Correct)

Customer service

Sales applications

MC090408936 : Ammar Ali

Quiz Start Time: 06:44 PM Time Left 18 sec(s)

Question # 6 of 15 (Start time: 06:49:41 PM) Total Marks: 1
Customer relationship management applications dealing with the analysis of customer data to provide information for improving business performance best describes by which of the following?
Select correct option:

Generic customer relationship management applications
Supply chain management applications.
Analytical customer relationship management applications
Operational customer relationship management applications

MC090408936 : Ammar Ali

Quiz Start Time: 06:44 PM Time Left 45 sec(s)

Question # 7 of 15 (Start time: 06:51:05 PM) Total Marks: 1
The two basic components of a customer's evaluation of services are:
Select correct option:

Inconsistency and inseparability

Intangibility and inconsistency
Expectations and actual experience
Expectations and customer contact (Correct)

MC090408936 : Ammar Ali

Quiz Start Time: 06:44 PM Time Left 89 sec(s)

Question # 8 of 15 (Start time: 06:52:30 PM) Total Marks: 1
The ability of a system to cope with increases in usage volumes is determined by which of the following?
Select correct option:

Assignment
Adaptability
Scalability
Flexibility (Correct)

MC090408936 : Ammar Ali

Quiz Start Time: 06:44 PM Time Left 89 sec(s)

Question # 9 of 15 (Start time: 06:53:34 PM) Total Marks: 1
Which of the following is the description of good sale people?
Select correct option:

Empathetic
On site support

Quick resolution of problems (Correct)
Organized

MC090408936 : Ammar Ali

Quiz Start Time: 06:44 PM Time Left 89 sec(s)

Question # 10 of 15 (Start time: 06:54:53 PM) Total Marks: 1
Immediate attention and help must be given to customers in sensitive situations. This skill refers to which of the followings?
Select correct option:

Skill to listen
Skill to speed up response
Skill to provide positive experience
Skill to be receptive (Correct)

MC090408936 : Ammar Ali

Quiz Start Time: 06:44 PM Time Left 21 sec(s)

Question # 11 of 15 (Start time: 06:55:45 PM) Total Marks: 1
What is the overall goal of relationship marketing?
Select correct option:

Increase sales of new products
Encourage utilization of products over the lifespan of the consumer
Improve profitability
Developing strategic partnerships with valued customers (Correct)

MC090408936 : Ammar Ali

Quiz Start Time: 06:44 PM Time Left 33 sec(s)

Question # 12 of 15 (Start time: 06:57:03 PM) Total Marks: 1
The concept of designing marketing communication programs that coordinate all promotional activities to provide a consistent message across all audiences is called:
Select correct option:

Direct marketing
The marketing mix
Relationship marketing
Integrated marketing communication (Correct)

MC090408936 : Ammar Ali

Quiz Start Time: 06:44 PM Time Left 68 sec(s)

Question # 13 of 15 (Start time: 06:58:13 PM) Total Marks: 1
In service marketing, the most important link to the customer is known as:
Select correct option:

The tangible aspects of the service
Well-trained contact employees
Good word-of-mouth communication
Effective advertising (Correct)

MC090408936 : Ammar Ali

Quiz Start Time: 06:44 PM Time Left 74 sec(s)

Question # 14 of 15 (Start time: 06:59:33 PM) Total Marks: 1
Those customers who just come your way in search of some product or particular interest are known as:
Select correct option:

Customer by Repetition
Customer by Choice
Customer by occasion
Customer by Chance (Correct)

MC090408936 : Ammar Ali

Quiz Start Time: 06:44 PM Time Left 43 sec(s)

Question # 15 of 15 (Start time: 07:00:01 PM) Total Marks: 1
Which of the following aspects of a message focuses on new information or ideas?
Select correct option:

Content (Correct)
Context
Channel
Relationship

MC090401603 : Zafar Mushtaq

Quiz Start Time: 07:07 PM Time Left 21 sec(s)

Question # 1 of 15 (Start time: 07:07:11 PM) Total Marks: 1
A loyal customer has which kind of the relationship with the organization?
Select correct option:

No relationship
Indifferent relationship
Emotional relationship (Correct)
Transactional relationship

MC090401603 : Zafar Mushtaq

Quiz Start Time: 07:07 PM Time Left 29 sec(s)

Question # 2 of 15 (Start time: 07:08:32 PM) Total Marks: 1
Telemarketing in B2B has increased at the expense of which concept.
Select correct option:

Personal selling

Direct mail (Correct)

Advertising

Promotions

MC090401603 : Zafar Mushtaq

Quiz Start Time: 07:07 PM Time Left 54
sec(s)

Question # 3 of 15 (Start time: 07:09:51 PM) Total Marks: 1
Incentive schemes, additional services and sentiments based scheme are called:
Select correct option:

Concentration on the paying ability of customers
Building switching barriers (correct)
Relationship based pricing schemes
Differentiation in price and quality standards

MC090401603 : Zafar Mushtaq

Quiz Start Time: 07:07 PM Time Left 65
sec(s)

Question # 4 of 15 (Start time: 07:10:38 PM) Total Marks: 1
The major purpose of the sales people approach is to:
Select correct option:

Build desire for your product.

Encourage the prospect to buy your product.

Capture the prospect's full attention and build interest in the product. (correct)
Gather facts about the prospect's authority to buy your product.

MC090401603 : Zafar Mushtaq

Quiz Start Time: 07:07 PM Time Left 63
sec(s)

Question # 5 of 15 (Start time: 07:11:19 PM) Total Marks: 1
A brand relationship strategy is used for which of the following purpose?
Select correct option:

Brings brands and customers together (correct)
Pulls a firm's diverse product lines into a “family of brands”
Identifies building market share as its objective
Focuses on profits

MC090401603 : Zafar Mushtaq

Quiz Start Time: 07:07 PM Time Left 67
sec(s)

Question # 6 of 15 (Start time: 07:12:08 PM) Total Marks: 1
Which of the following statements is the BEST description of Customer Profile?
Select correct option:

A database record detailing the main characteristics of the customer's family
A customer database containing information about which customers bought what products or services (Correct)
A description of the main characteristics of the customers and how they make their purchase decisions
A database record detailing the main characteristics of the customer's organization

MC090401603 : Zafar Mushtaq

Quiz Start Time: 07:07 PM Time Left 57
sec(s)

Question # 7 of 15 (Start time: 07:13:28 PM) Total Marks: 1
Which of the following is the part of idea development?
Select correct option:

Nurtured by evaluation and reasoning
Firmly rooted by proof and justification
Accepted and acted upon
All of the given options (Correct)

MC090401603 : Zafar Mushtaq

Quiz Start Time: 07:07 PM Time Left 36 sec(s)

Question # 8 of 15 (Start time: 07:14:12 PM) Total Marks: 1
Electronic business is the use of the Internet, other networks and information technologies to support which of the following?
Select correct option:

Customer service management (Correct)

Enterprise communication and collaboration

All of the given options

Electronic commerce

DARE TO BE DIFFERENT

MC090401603 : Zafar Mushtaq

Quiz Start Time: 07:07 PM Time Left 19

sec(s)

Question # 9 of 15 (Start time: 07:15:18 PM) Total Marks: 1
To sustain a customer relationship, a contact center must monitor:
Select correct option:

Customers' needs and satisfaction
Customers needs, satisfaction and then respond to customer life-cycle changes (Correct)

How many new products they buy each year
How many times customers call with a compliant

MC090401603 : Zafar Mushtaq

Quiz Start Time: 07:07 PM Time Left 74
sec(s)

Question # 10 of 15 (Start time: 07:16:41 PM) Total Marks: 1
Which of the following is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market?
Select correct option:

Segmenting
Positioning (correct)

Targeting

MC090401603 : Zafar Mushtaq

Quiz Start Time: 07:07 PM Time Left 49
sec(s)

Question # 11 of 15 (Start time: 07:17:10 PM) Total Marks: 1

Supporting customers through the process of selecting, purchasing, and maintaining a product or service is known as:
Select correct option:

MC090401603 : Zafar Mushtaq

Quiz Start Time: 07:07 PM Time Left 51 sec(s)

Question # 12 of 15 (Start time: 07:18:01 PM) Total Marks: 1
All of the following are appeals EXCEPT:
Select correct option:

A concept

An approach

A petition

Formal call

MC090401603 : Zafar Mushtaq

Quiz Start Time: 07:07 PM Time Left 71 sec(s)

Question # 13 of 15 (Start time: 07:19:21 PM) Total Marks: 1
A comprehensive _____ should support all four phases of the customer life cycle.
Select correct option:

Database
CRM system (Correct)

E-commerce system
Marketing program

Customer loyalty
Customer satisfaction
Customer retention (Correct)
Customer services

MC090401603 : Zafar Mushtaq

Quiz Start Time: 07:07 PM Time Left 58 sec(s)

Question # 14 of 15 (Start time: 07:19:53 PM) Total Marks: 1
The two basic components of a customer's evaluation of services are:
Select correct option:

Inconsistency and inseparability
Experience and credence
Expectations and customer contact
Expectations and actual experience (Correct)

MC090401603 : Zafar Mushtaq

Quiz Start Time: 07:07 PM Time Left 77 sec(s)

Question # 15 of 15 (Start time: 07:20:43 PM) Total Marks: 1
Which of the following is a series of transaction and interaction that make up a dialogue between customer channel/end user and an organization?
Select correct option:

Connect

Cognize

Correlate (Correct)

Combine



MC090403332 : Usman Akram

Quiz Start Time: 07:07 PM Time Left 41
sec(s)

Question # 1 of 15 (Start time: 07:24:49 PM) Total Marks: 1
Which of the following act is done by the most dissatisfied customers?
Select correct option:

Do not complain
Send their complaints
Do not complain & tell their friends
Tell their friends

MC090403332 : Usman Akram

Quiz Start Time: 07:07 PM Time Left 75
sec(s)

Question # 2 of 15 (Start time: 07:26:00 PM) Total Marks: 1
The marketing concept holds that customers will remain loyal if:
Select correct option:

The company produces a product with enough features to satisfy everybody

The company's marketing activities are persuasive enough.

A company offers numerous 'specials'.

The customers' needs are met at a price that represents value for money.

DARE TO BE DIFFERENT

MC090403332 : Usman Akram

Quiz Start Time: 07:07 PM Time Left 27 sec(s)

Question # 3 of 15 (Start time: 07:26:48 PM) Total Marks: 1
The statement: “This product is convenient, priced right and ready to use,” represents which one of the following?
Select correct option:

Benefit

Survey

Premium

Product

MC090403332 : Usman Akram

Quiz Start Time: 07:07 PM Time Left 71 sec(s)

Question # 4 of 15 (Start time: 07:27:57 PM) Total Marks: 1
In urban lifestyle, communication is very essential because of which of the following factors?
Select correct option:

Technologies

Speed of life (Correct)

Population

Employment

MC090403332 : Usman Akram

Quiz Start Time: 07:07 PM Time Left 13
sec(s)

Question # 5 of 15 (Start time: 07:28:37 PM) Total Marks: 1
Customer relationship management program is actually based on which of the following approaches?
Select correct option:

Market oriented

Consumer oriented
Market oriented
Customer oriented

Product oriented
Consumer oriented
Customer oriented (Correct)

MC090403332 : Usman Akram

Quiz Start Time: 07:07 PM Time Left 22
sec(s)

Question # 6 of 15 (Start time: 07:30:05 PM) Total Marks: 1
Audiences for public relations are:
Select correct option:

Suppliers
Employees
Local Authorities
Top Management

MC090403332 : Usman Akram

Quiz Start Time: 07:07 PM Time Left 71 sec(s)

Question # 7 of 15 (Start time: 07:31:36 PM) Total Marks: 1
Successful implementation of CRM is NOT based on:
Select correct option:

A modification of business process on organization needs
Adoption of relevant IT system
Employees training
A modification of business process on customer needs

MC090403332 : Usman Akram

Quiz Start Time: 07:07 PM Time Left 79 sec(s)

Question # 8 of 15 (Start time: 07:32:32 PM) Total Marks: 1
Which of the following is Not part of marketing mix?
Select correct option:

Competitors (Correct)
Pricing

DARE TO BE DIFFERENT

Promotion
Product

MC090403332 : Usman Akram

Quiz Start Time: 07:07 PM Time Left 49 sec(s)

Question # 9 of 15 (Start time: 07:32:58 PM) Total Marks: 1
The study of customers' characteristics is part of which concept?
Select correct option:

Demographics (Correct)
Marketing mix

Market audit

Target market

MC090403332 : Usman Akram

Quiz Start Time: 07:07 PM Time Left 69 sec(s)

Question # 11 of 15 (Start time: 07:34:02 PM) Total Marks: 1
Why would developing a privacy program be worthwhile for a company?
Select correct option:

Privacy policies are required by law (Correct)
In order to demonstrate its lack of respect for customer privacy
To keep company secrets "in house"
So competitors can't steal its information

MC090403332 : Usman Akram

Quiz Start Time: 07:07 PM Time Left 70 sec(s)

Question # 12 of 15 (Start time: 07:34:37 PM) Total Marks: 1
Product-related ethical issues can arise when marketers:
Select correct option:

Do not provide consumers with enough information about product transportation.

Fail to disclose information to consumers about the risks associated with using a product.
Force intermediaries to behave in a specific manner.
Do not provide consumers with enough information about how a product is priced. (correct)

MC090403332 : Usman Akram

Quiz Start Time: 07:07 PM Time Left 64 sec(s)

Question # 13 of 15 (Start time: 07:35:10 PM) Total Marks: 1
Services today occupy a vital and growing role in the global marketplace due to which of the following:
Select correct option:

Deregulation and liberalization of trade in services
Service has become a business imperative
The advent of enabling technologies such as the internet
All of the given options (correct)

MC090403332 : Usman Akram

Quiz Start Time: 07:07 PM Time Left 80 sec(s)

Question # 14 of 15 (Start time: 07:36:26 PM) Total Marks: 1
How can complaints provide the firm with great value?
Select correct option:

They provide a chance to prove the company is right
They can be a source of information for a company (Correct)
Resolving those ties up important resources
They offer an opportunity to shed bad customers

MC090403332 : Usman Akram

Quiz Start Time: 07:07 PM Time Left 72 sec(s)

Question # 15 of 15 (Start time: 07:36:48 PM) Total Marks: 1
All of the following are the part of AIDA model EXCEPT:
Select correct option:

Action

Desire

Interest

Attitude (Correct)

Mkt610 - Customer Relationship Management

Question # 1 of 15 (Start time: 01:01:17 PM) Total Marks: 1
From the following list, identify the one which is not true for direct marketing?
Select correct option:

Be based on understanding
Be profitable
Be measurable
Be intermediary free

Question # 2 of 15 (Start time: 01:02:47 PM) Total Marks: 1
Which of the following refers to suggest related products (warranties, accessories etc) to customers for buying with the major product?
Select correct option:

Up-selling
Cross selling
Impersonal selling
Personal selling

Question # 3 of 15 (Start time: 01:04:17 PM) Total Marks: 1
Companies can build interest and enthusiasm by using databases to remember customer preferences. This
strategy helps to which of the following?
Select correct option:

Identify prospects
Avoid serious customer mistakes
Reactivate dormant customers
Deepen customer loyalty

Question # 1 of 15 (Start time: 12:47:54 PM) Total Marks: 1
Which of the following is not a benefit customers generally experience from direct marketing?
Select correct option:

The psychosocial benefit of being valued and understood
Reduced prices
Time utility
Shopping convenience

Question # 2 of 15 (Start time: 12:49:20 PM) Total Marks: 1
All helps to prevent customers' defection EXCEPT:
Select correct option:

Compulsion due to technological and environmental forces
Attempt to Track Losses
Customers Specific Approach
Customer Win—Back Program

Question # 3 of 15 (Start time: 12:50:44 PM) Total Marks: 1
Which of the following tool provides the company with business-related information like industry trends and competitor information?
Select correct option:

Business Automation (BA)
Enterprise Marketing Automation (EMA)
Customer Service and Support (CSS)
Sales Force Automation (SFA)

Question # 4 of 15 (Start time: 12:51:54 PM) Total Marks: 1

A comprehensive _____should support all four phases of the customer life cycle.
Select correct option:

Database
CRM system
E-commerce system
Marketing program

Question # 5 of 15 (Start time: 12:52:41 PM) Total Marks: 1
The essence of good marketing messages is that they need to clearly illustrate the product and service and

that they should be meaningful and _____to the target audience.
Select correct option:

Reliable
Believable
Relevant
Applicable

Question # 6 of 15 (Start time: 12:54:14 PM) Total Marks: 1
Which of the following is a non-personal form of promotion that is delivered through selected media outlets that, under most circumstances, require the marketer to pay for message placement?
Select correct option:

Direct mail
Word of mouth
Publicity
Advertising

Question # 7 of 15 (Start time: 12:54:55 PM) Total Marks: 1
“Lead tracking, distribution and management” are functional components of which of the following?
Select correct option:

Sales application
Marketing application
Customer service
Support application

Question # 8 of 15 (Start time: 12:55:56 PM) Total Marks: 1
The skill to stimulate someone to take action refers to which of the following?
Select correct option:

Skill to foresee
Skill to speed up response
Skill to listen
Skill to induce

Question # 9 of 15 (Start time: 12:56:46 PM) Total Marks: 1
With respect to customer satisfaction, which of the following is referred as the key to success?
Select correct option:

Preference
Up-to-date Supply
Courtesy
Enthusiasm

Question # 10 of 15 (Start time: 12:57:32 PM) Total Marks: 1

Electronic business is the use of the Internet, other networks and information technologies to support which of the following?
Select correct option:

Customer service management
Enterprise communication and collaboration
All of the given options
Electronic commerce

Question # 11 of 15 (Start time: 12:58:28 PM) Total Marks: 1
Customer satisfaction arises from:
Select correct option:

The salesperson that sells and services the product
The product itself
The company that makes or distributes the product
Product that meets the expectations of the customer

Question # 12 of 15 (Start time: 12:59:46 PM) Total Marks: 1
A customer-driven strategy has three main strands. Which of the following is not one of them?
Select correct option:

Understanding the customer
An obsession with efficiency
Provision of real value for money
Responsiveness to customer needs

Question # 13 of 15 (Start time: 01:01:17 PM) Total Marks: 1
From the following list, identify the one which is not true for direct marketing?
Select correct option:

Be based on understanding
Be profitable
Be measurable
Be intermediary free

Question # 14 of 15 (Start time: 01:02:47 PM) Total Marks: 1
Which of the following refers to suggest related products (warranties, accessories etc) to customers for buying with the major product?
Select correct option:

Up-selling
Cross selling
Impersonal selling
Personal selling

Question # 15 of 15 (Start time: 01:04:17 PM) Total Marks: 1
Companies can build interest and enthusiasm by using databases to remember customer preferences. This

strategy helps to which of the following?
Select correct option:

Identify prospects
Avoid serious customer mistakes
Reactivate dormant customers
Deepen customer loyalty


DARE TO BE DIFFERENT