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PAPER # 01
FINALTERM EXAMINATION
Fall 2008
MKT610- Customer Relationship Management (Session - 2)
Marks: 81

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

Which one of the following options drives the utility of product?

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Consumer

Customer and consumer
Buyer
Customer

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

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

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

Recognize which of the following is an acronym of TCCP.

Total customer convenience program

Total customer care program

Total customer care programme - (TCCP)

Page # 07
Lesson # 04

Total customer commitment program
Total customer courtesy program

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

Customer services department is responsible of providing services at which time?

Before purchase and after purchase

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At the time of purchase
Before purchase

After purchase

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

What happened immediately after World War II?

Values of customer service increased
Nothing happened

Power of supplier increased

After World War II, increased the power of suppliers

Page # 09
Lesson # 05

Power of customer increased

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

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 ( Marks: 1 ) - Please choose one

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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

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

An organization's strengths and weaknesses are determined relative to which of the following?

Suppliers

Competitors

https://www.google.com.pk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0CBwQFjAA&url=http%3A%2F%2Fiimts.com%2Ffaculty%2Fwp-content%2Fuploads%2F2013%2F01%2FBusiness-Policy-and-Strategic-Management.pdf&ei=FTfzU9TzIc3a0QXM_YD4Ag&usg=AFQjCNEhrBrBXPv4Rhn8Fr7Kj1biRZvD4A&sig2=hkySTZKbXQgbssM6idS9EQ&bvm=bv.73231344,d.d2k

Quiz # 20

Government
Customers

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

Which one of the following tasks is NOT concerned with strategy implementation?

Situational analysis



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Lesson # 16

Managing the process
Responsibility of specific tasks
Allocation of sufficient resources

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

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 ( Marks: 1 ) - Please choose one

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 ( Marks: 1 ) - Please choose one

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 ( Marks: 1 ) - Please choose one

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

Attitudes
Money
Trust
Convenience

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

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

MCQ # 03
http://wps.pearsoned.co.uk/ema_uk_he_fill_essmarkcomm_1/195/50086/12822182.cw/content/index.html

MCQ # 03
http://wps.pearsoned.co.uk/ema_uk_he_fill_markcomms_5/112/28768/7364669.cw/content/index.html

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

All of the following statements are principles of communication EXCEPT:

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

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Communication is a system

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

The main public relations activities are:

Direct marketing
Publicity and event management
Print advertising
Personal selling

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

Customized marketing program designed to build long-term relationships with individual customers is known as:

One to one marketing
Telemarketing
Advertising
Direct marketing

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

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

Advertising 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

http://www.knowthis.com/advertising/what-is-advertising

Word of mouth
Direct mail

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Publicity

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

The term product should be broadly interpreted to encompass:

All intangible items
Tangible items and issues
All tangible items

Information, services, ideas and issues

MCQ # 05
**http://cwx.prenhall.com/bookbind/pubbooks/manning/chapter1/multiple1/deluxe-content.html**

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

Customer relationship management is considered as:

A process
A product
Process and product both
A tool

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

The largest medium for direct response is:
largest medium
Telemarketing
Broadcast
Door-to-door
Mail

**http://wps.prenhall.com/ema_uk_he_fill_markcomm_3/1/507/130004.cw/index.html**

MCQ # 10

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**http://wps.pearsoned.co.uk/ema_uk_he_fill_markcomms_5/112/28768/7364719.cw/content/index.html**
MCQ # 10

Question No: 22 ( 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_4/27/7112/1820810.cw/content/index.html**
MCQ # 01

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

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 (Not Sure)

Question No: 24 ( 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

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

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 ( Marks: 1 ) - Please choose one

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

http://highered.mheducation.com/sites/0070922977/student_view0/chapter15/multiple_choice_quiz.html

MCQ # 38

Guerrilla marketing

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

Which of the following statements about online consumers is TRUE?

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Online consumers are the sub segment of all internet users who employ this technology to research products and to make purchases.

Online consumers are the subsegment of all Internet users who employ this technology to research products and services and make purchases.

https://www.inkling.com/read/marketing-roger-kerin-10th/chapter-21/online-consumer-behavior-and

All internet users who employ this technology to research products and to make purchases are a sub segment 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 ( Marks: 1 ) - Please choose one

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

Page # 65
Lesson # 34

Process flow Choice:
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?

Slight technological changes

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Specific component choice
Major technological changes

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

Scott Cut-lip, Allen Center and Glen Broom describe the public relations process in how many steps?

Five
Three
Four

Page # 48
Lesson # 24

Scott Cut-lip, Allen Center and Glen Broom describe the public relations process in four steps (1994).

Two

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

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

http://quizlet.com/10984756/chapter-7-flash-cards/

Question No: 31 ( 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?

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Channel
Decoding

Communication

http://online.vmou.ac.in/oldweb/PDFs/BCA/bca-03book.pdf

The communication process can be defined as a process that is used to impart a message or information from a sender to a receiver by using a medium of communication

Message

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

Improvement in listening skills results in which of the following?

Paraphrase
Continue to talk
Avoid eye contact
Interrupt with questions

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

Avoid repetition reflects which one of the following?

Consideration
Completeness
Concreteness
Conciseness

Conciseness:
• Avoid wordy expression.
• Avoid repetition

Lesson # 42
Page # 81

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

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 ( Marks: 1 ) - Please choose one

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

http://highered.mheducation.com/sites/0070922977/student_view0/chapter9/multiple_choice_quiz.html

MCQ # 11

Socioeconomic
Demographic

Question No: 36 ( 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

http://www.flashcardmachine.com/marketing-chapter-11.html

The product's performance relative to the price

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The product's performance relative to the service
The product's performance relative to the quality

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

Which of the following is part of AIDA model?

Attention

AIDA: Attention-Interest-Desire-Action

http://www.mindtools.com/pages/article/AIDA.htm

Idea
Decision
Attitude

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

All are the characteristics of Rejection mood customer EXCEPT:

Straightforward

Callous

Rejection Mood Customer: (He rejects your services). He is decisive, educated, smart, knows what he is doing, straightforward, analytical.

Lesson # 41
Page # 78

Analytical
Decisive

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

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Potential saboteurs presents _____ customers.

Delighted
Loyal
Dissatisfied

Dissatisfied customers who perceive a low value in your products and services are potential saboteurs.

Lesson # 44
Page # 86

Satisfied

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

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

**http://cw.routledge.com/textbooks/9780415370974/resources/questions.asp?unit=10**

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MCQ # 24

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

The consumer can obtain information from any of several sources EXCEPT:

Public
Attitude
Commercial
Personal

Question No: 42 ( 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

http://www.flashcardmachine.com/marketing-chapter-52.html

Culture
Personality

Question No: 43 ( Marks: 3 )

Briefly explain customer expectation package.
Question No: 44 ( Marks: 3 )

Enlist the characteristics of Complaint Mood Customer?
Question No: 45 ( Marks: 3 )

What is the meant by W

and H

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in reference to press release?
Question No: 46 ( Marks: 5 )

Now business organization s focus has been converted from product driven environment
to customer-driven and value-focused environment. How customer-driven and value-
focused environment affect business activities to enhance performance and profitability
of the organization?
Question No: 47 ( Marks: 5 )

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How would you differentiate the traditional approach of customer relationship
management form modern approach?
Question No: 48 ( Marks: 10 )

Customer relationship management process (CRM) is instrumental in achievement of the
output of an operation system, how can we use customer relationship management
process to get effective results from organizational employees?
Question No: 49 ( Marks: 10 )

What is the difference between customer relationship and e- customer relationship? How
can a company build e-CRM for gaining market share?

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PAPER # 02
FINALTERM EXAMINATION
Fall 2008
MKT610- Customer Relationship Management (Session - 1)

Marks: 81

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

The Holiday Inn state that If a customer has a need or want, we fill it. is an example of

Business unit goals
Goal of a business segment
Business unit mission

http://highered.mcgraw-hill.com/sites/0070898332/student_view0/chapter2/multiple_choice_quiz.html

MCQ # 07

Marketing objectives

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

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 rival

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 ( Marks: 1 ) - Please choose one

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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

Page # 05 & 06
Lesson # 03
Provide Product Information
Help to Identify Potential Problems quickly
Provide a User-Friendly Mechanism

Identify potential problems quickly
Provide product information

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

Page # 09
Lesson # 05
Dominance of western manufacturers was challenged, first by Japan, then by Korea, China and other developing economies.

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

Customer metrics include all of the following EXCEPT:

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Profitability
Customer satisfaction
Market share
Innovation

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

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

Database

Page # 19
Lesson # 11
Database - the centralized storage (in a data warehouse) of all information relevant to customer interaction

Workflow
Scalability
Collaborative CRM

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

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

Page # 19
Lesson # 11
Customer privacy considerations, e.g. data encryption and the destruction of records to ensure that they are not stolen or abused.

Data base
Workflow

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Question No: 8 ( 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: 9 ( Marks: 1 ) - Please choose one

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

https://www.google.com.pk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0CBwQFjAA&url=http%3A%2F%2Fcte.sfasu.edu%2Fwp-content%2Fuploads%2F2014%2F04%2FCounseling-and-Mental-Health-Sample-Assessment-Questions.pdf&ei=zS2lU8jmDqSB7QaE_IC4AQ&usg=AFQjCNEMQR7mfj1BZ2e9q8rOfYfBf8BCyA&sig2=P0VLN72tWjyOA1Rn3HnHuw&bvm=bv.69411363,d.ZGU

MCQ # 12

&

https://www.google.com.pk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=0CCMQFjAB&url=http%3A%2F%2Fiimts.com%2Ffaculty%2Fwp-content%2Fuploads%2F2013%2F01%2FExecutive-Communication-and-

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Research.pdf&ei=zS2lU8jmDqSB7QaE_IC4AQ&usg=AFQjCNFqT84jQeyeri-3xKzIN7X2lslJ1w&sig2=2vAP4f28Xu-P1IqGJjRz5Q&bvm=bv.69411363,d.ZGU

MCQ # 05

Express concern to speaker
Explain the speaker's meaning

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

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

MCQ # 10

http://wps.ablongman.com/ab_interpersonalcomm_studysite_1/55/14190/3632782.cw/-/3632789/index.html

Wise listener
A reactive listener
An experienced listener

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

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 ( Marks: 1 ) - Please choose one

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.

MCQ # 03

http://highered.mheducation.com/sites/0070600899/student_view0/chapter4/multiple_choice_quiz.html

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 ( Marks: 1 ) - Please choose one
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 ( Marks: 1 ) - Please choose one
In terms of the communication process, the _____ for the information in the Visible Lift makeup advertisement is GARNIER, its manufacturer.

Source

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MCQ # 01

http://highered.mcgraw-hill.com/sites/0070922977/student_view0/chapter15/multiple_choice_quiz.html

Feedback
Awareness
Message

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

The main public relations activities are:

Direct marketing

Publicity and event management
Print advertising
Personal selling

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

Audiences for public relations are:

Employees (Not Sure)
Supplier
Dealer
Local Authorities

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

When a lobby group hides its true purpose and support base, it is known as:

A back group
Spin group
Astroturf
A front group

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Page # 47
Lesson # 24

When a lobby group hides its true purpose and support base it is known as a front group.

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

The term product should be broadly interpreted to encompass:

All intangible items
Tangible items and issues
All tangible items

Information, services, ideas and issues

MCQ # 05
**http://cwx.prenhall.com/bookbind/pubbooks/manning/chapter1/multiple1/deluxe-content.html**

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

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

MCQ # 09

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**http://wps.prenhall.com/ca_ph_kotler_marketmgnt_12/50/13052/3341404.cw/content/index.html**

The selling concept

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

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

**http://wps.pearsoned.co.uk/ema_uk_he_fill_markcomms_5/112/28767/7364367.cw/content/index.html**

MCQ # 04

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

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 ( Marks: 1 ) - Please choose one

Which of the following is NOT a benefit, customers generally experience from direct marketing?

Time saving
Reduced prices
Convenient shopping

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Customized offers

**http://wps.pearsoned.co.uk/ema_uk_he_fill_markcomms_5/112/28768/7364719.cw/content/index.html**

MCQ # 03

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

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 ( Marks: 1 ) - Please choose one

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 (Not Sure)

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

The _____ of e-commerce has forced changes in the strategic planning process.

Speed
Size
Complexity
Expense

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

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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

MCQ # 14

**http://highered.mheducation.com/sites/0070898332/student_view0/chapter20/multiple_choice_quiz_3.html**

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

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

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

MCQ # 12

Strategy formulation; recruiting sales people; motivation of sales staff

Sales planning; motivation of sales staff; training sales staff

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Sales planning; strategy formulation; recruiting sales people; motivation of sales staff

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

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.

**http://quizlet.com/31481653/pro-selling-final-exam-ch-10-12-flash-cards/**

Question # 03

Encourage the prospect to buy your product.
Build desire for your product.

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

As the level of competition increases, especially in the case of a mature product, sales people must look more carefully into the _____ product.

Potential

http://quizlet.com/31481023/pro-selling-final-exam-ch-7-9-flash-cards/

Question # 28

Value-added
Generic
Expected

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

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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

**http://highered.mheducation.com/sites/0070922977/student_view0/chapter15/multiple_choice_quiz.html**

MCQ # 40

Community

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

Scott Cut-lip, Allen Center and Glen Broom describe the public relations process in how many steps?

Five
Three

Four

Page # 48
Lesson # 24

Scott Cut-lip, Allen Center and Glen Broom describe the public relations process in four steps (1994).

Two

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

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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

Retain – CRM analytical software and databases help a company proactively identify and reward its most loyal and profitable customers to retain and expend their business via targeted marketing and relationship marketing programs.

https://www.google.com.pk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=5&cad=rja&uact=8&ved=0CDUQFjAE&url=http%3A%2F%2Fwww.mymancosa.com%2Fdocuments%2FCAAH2013%2FBcom%2520ITM%2520Year%25202%2520Business%2520Information%2520Systems%25202T%2520Jan%25202013.pdf&ei=Iw_zU7mIMKie0QWp34GwBw&usg=AFQjCNFzjDnAqheQ3nJSabqFyqmpfBvk2w&bvm=bv.73231344,d.d2k

All of the given options
Acquire

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

Which of the following is NOT the part of CRM objectives?

Promote Sales Executives Retention

Increased Cost of Sales

Because its reduce cost of sales not increased

Page # 62
Lesson # 33

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Improve Win Probability
Increased Revenue

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

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 ( Marks: 1 ) - Please choose one

Modern CRM theory refers to which of the following idea?

Integrating the customer requirements

Modern CRM theory refers to the idea of 'integrating the customer'.

**http://www.businessballs.com/crmcustomerrelationshipmanagement.htm**

Acquiring the customer
Satisfying the customer
Retaining the customer

Question No: 36 ( 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

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The communication process can be defined as a process that is used to impart a message or information from a sender to a receiver by using a medium of communication.

Message

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

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

**http://highered.mheducation.com/sites/0070922977/student_view0/chapter9/multiple_choice_quiz.html**

MCQ # 11

Socioeconomic
Demographic

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

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

Sure its correct (Afaaq)

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Feedback: With today's Internet purchases, you will probably have difficulty achieving the same personal, tender-loving-care connection that you once had with your own special book or music store.

Changes in the demographic nature of society

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

All are the part of AIDA model EXCEPT:

Attitude

AIDA: Attention-Interest-Desire-Action

http://www.mindtools.com/pages/article/AIDA.htm

Interest
Desire
Action

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

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 ( Marks: 1 ) - Please choose one

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

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Page # 65
Lesson # 34

Correlate: A series of transaction and interaction that make up a dialogue between customer channel /
end user and an organization.

Combine
Connect

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

Which of the following describes a person s relatively consistent evaluations, feelings and tendencies toward an object or idea?

Perception
Attitude

http://www.flashcardmachine.com/marketing-chapter-52.html

Motive
Lifestyle

Question No: 43 ( Marks: 3 )

Briefly explain customer expectation package.
Question No: 44 ( Marks: 3 )

Enlist the characteristics of Complaint Mood Customer?
Question No: 45 ( Marks: 3 )

How do public relations affect the business of Real State?
Question No: 46 ( Marks: 5 )

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Briefly evaluate this statement with the help of any example "The service package
offered to customers is in consonance with what they communicated .
Question No: 47 ( Marks: 5 )

Which factors built the customer expectation about the product of any organization?

Question No: 48 ( Marks: 10 )

As a customer relationship manager in university, which characteristics will you consider
to deliver excellent CRM?
Question No: 49 ( Marks: 10 )

According to CRM content, in how many categories customers are divided according to
their moods? Also describe how to handle them properly?

Paper # 03
FINALTERM EXAMINATION
Spring 2009
MKT610 - Customer Relationship Management

Time: 120 min
Marks: 81

Solved by Afaaq

**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

http://highered.mheducation.com/sites/0070922977/student_view0/chapter13/multiple_choice_quiz.html

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MCQ # 17
&
http://quizlet.com/16812726/chapter-16-quiz-flash-cards/
&
http://quizlet.com/8362783/mini-test-8-flash-cards/

- ► 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

http://www.cpsa.com/knowledgecentre/SRCArticleRead.aspx?articleID=414

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

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

- ► Customer campaigns
- ► Front Office

Lesson # 09
Page # 17
Operational CRM means supporting the "front office" business processes

- ► Data mining
- ► Effective interaction

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**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

Lesson # 16
Page # 28
The "lowest" level of strategy is Operational Strategy

- ► 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

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**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

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

http://www.studymarketing.org/articles/Home/Positioning_Strategy.html
&
http://quizlet.com/16239495/mktg-mangement-chapter-10-final-flash-cards/

► 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

Lesson # 26
Page # 50
Customer relationship involves tracking the full range of interactions with prospects and customers:
• Every marketing interaction
• Every sales interaction

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Every customer service and support interaction

**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

http://quizlet.com/10984756/chapter-7-flash-cards/%20Question%20No:
&
Electronic commerce, commonly known as e-commerce or eCommerce, consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks.

https://sites.google.com/a/muengineers.co.in/engineeringprojects/computer-project-list/php-project-list/e-commerce-solutions

**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

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► E-commerce
►Sales force automation

Salesforce automation is the use of technology designed to make the sales function more effective and efficient.

MCQ # 14
http://highered.mheducation.com/sites/0070898332/student_view0/chapter20/multiple_choice_quiz_3.html

**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

MCQ # 05
http://global.oup.com/uk/orc/busecon/business/gay/01student/mcqs/ch07/

Sales Force Automation (SFA) provides real-time content management covering sales promotions, order entry, account handling and lead tracking.

► 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

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► 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

MCQ # 01
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

Lesson # 32

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Page # 60 & 61

**Marketing Applications:**
• Web-based/traditional marketing campaign planning, execution and analysis
• Collateral generation and marketing materials management
• List generation and management
• A marketing encyclopedia (a repository of product, pricing and competitive information)
• Lead tracking, distribution and management
• Marketing Application primarily aim.

- ► 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

**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

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► Correlate
► Cognize
► Connect

Lesson # 34
Page # 65
Connect the application of insight to create relevant interaction or communication with consumers, customer's channels suppliers and partners that build value relationships.

**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

http://online.vmou.ac.in/oldweb/PDFs/BCA/bca-03book.pdf
The communication process can be defined as a process that is used to impart a message or information from a sender to a receiver by using a medium of communication.

► Message

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

The ability to communicate effectively:

► Can be learned

MCQ # 16

http://wps.ablongman.com/ab_interpersonalcomm_studysite_1/55/14190/3632654.cw/content/index.html

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► 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

http://www.mheducation.ca/college/berkowitz/olc/4mcb_qq11.html

http://highered.mheducation.com/sites/0070984948/student_view0/chapter10/multiple_choice_quiz.html
MCQ # 01

► 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

Demographics include age, gender, family life-cycle, income, occupation, education, ethnic background, and home ownership. Information can be identified through market research or secondary data sources such as Statistics Canada.

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MCQ # 03
http://highered.mheducation.com/sites/0070974268/student_view0/chapter6/multiple_choice_quiz.html

► 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

http://www.flashcardmachine.com/marketing-chapter-11.html

► 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

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► SFA

Sales force automation (SFA) automatically tracks all the steps in the sales process.

http://quizlet.com/11510611/info-exam-4-flash-cards/

► 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
► Product
► Market changes

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

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

► Convenience

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► Interactive
►Customer relationship building
► Assists client prospecting

MCQ # 01
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

Lesson # 41
Page # 79
Objection Mood Customer: (He raises questions). He is inquisitive, thorough, well informed, careful, analytical, positive, intelligent, finicky, and nervous.

► 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

http://www.flashcardmachine.com/marketing-chapter-52.html

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Lifestyle A person's pattern of living as expressed in his or her activities, interests, and opinions.
&
http://quizlet.com/22638227/marketing-final-questions-flash-cards/

► 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

**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

Handouts MGT-603 (Strategic Management)
Page # 08
Lesson # 02
Internal strengths and internal weaknesses are an organization's controllable activities that are performed especially well or poorly.

► Most important for shareholders and stakeholders

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► 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

MCQ # 05
http://wps.prenhall.com/bp_turban_ec_2004/0,,1078551-,00.html

►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?

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► 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

Lesson # 32
Page # 60
The CRM applications are a convergence of functional components, advanced technologies, and channels.

► 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

Retain – CRM analytical software and databases help a company proactively identify and reward its most loyal and profitable customers to retain and expend their business via targeted marketing and relationship marketing

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programs.

https://www.google.com.pk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=5&cad=rja&uact=8&ved=0CDUQFjAE&url=http%3A%2F%2Fwww.mymancosa.com%2Fdocuments%2FCAAH2013%2FBcom%2520ITM%2520Year%25202%2520Business%2520Information%2520Systems%25202T%2520Jan%25202013.pdf&ei=Iw_zU7mIMKie0QWp34GwBw&usg=AFQjCNFzjDnAqheQ3nJSabqFyqmpfBvk2w&bvm=bv.73231344,d.d2k

► All of the given options
► Acquire

**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.

**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

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People-based services are subdivided into those utilizing unskilled labor, such as lawn care, security guards, and janitorial service; those utilizing skilled labor, such as appliance repair, plumbing, catering, electrical work, and auto body repair; and professional services such as law, medicine, accounting, and consulting.

http://www.referenceforbusiness.com/management/Sc-Str/Service-Operations.html

► 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

Lesson # 36
Page # 68
Any single product or service can deliver different benefits to different customers.
&
http://www.businessballs.com/crmcustomerrelationshipmanagement.htm

► 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 _____.

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

http://highered.mheducation.com/sites/0070898332/student_view0/chapter1/multiple_choice_quiz_2.html

MCQ # 13

**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.

**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

**Question No: 43 ( Marks: 3 )**

How CRM does help to grow business?

**Answer**

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**Question No: 44 ( Marks: 3 )**

How "moments of truth" contribute to the image of an organization?

**Question No: 45 ( Marks: 3 )**

What is sales cycle and how it is affected by the sale people behaviors?

**Question No: 46 ( Marks: 5 )**

Now business organization's focus has been converted from product driven environment to customer-driven and value-focused environment. How customer-driven and value-focused environment affect business activities to enhance performance and profitability of the organization?

**Question No: 47 ( Marks: 5 )**

"The lifetime value of individual customers is predictable" Critically analyze the statement.

**Question No: 48 ( Marks: 10 )**

Today, every organization is exclusively used the term "360-degree view of the customer" in its marketing and selling view. What is actually meant by 360-degree view of the customer? Why technology is important for the application of 360-degree view of the customer how it works for organizational activities? What are the merits and demerits of 360-degree view of the customer?

**Question No: 49 ( Marks: 10 )**

A new electronic company is entering in the local market, how will it create a good image by using reputation management? How good reputation will affect the organizational internal environment on the whole?

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*If u like me than raise your hand with me*
*If not than raise ur standard*
*That's about me … !*

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