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MKT610 FINAL TERM PAPER SHARED BY STUDENT

Long questions Question MKT 610 Past paper 2014

No:43 (Marks: 3)

Briefly explain customer expectation package

Marks: 5)

What is meant by customer profile and how it plays an important role in increasing the efficiency of analytical CRM functioning? (

Marks: 10

While planning lifelong career in customer service, which characteristics you require to serve customers in a better way?

(Marks: 3)

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



Marks: 3)

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

behaviors?

(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?

(Marks: 5)

The lifetime value of individual customers is predictable"

Critically analyze the statement.

(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?

(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?

(Marks:3)

Enlist the characteristics of Complaint Mood Customer?

(Marks: 3)

How do public relations affect the business of Real State?

(Marks: 5)

Briefly evaluate this statement with the help of any example "The

service package offered to customers is in consonance with what they communicated .

(Marks: 5)

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

(Marks: 10)

As a customer relationship manager in university, which

Characteristics will you consider to deliver excellent CRM?

(Marks: 3)

Briefly explain customer expectation package.

(Marks: 3)



Enlist the characteristics of Complaint Mood Customer?

(Marks: 3)

What is the meant by W and H in reference to press release?

(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?

(Marks: 5)

How would you differentiate the traditional approach of customer relationship management form modern approach?

(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?

(Marks: 10)



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

(Marks: 3)

How CRM does help to grow business?

Q: Service differentiation is difficult. Explain with an example.Marks 3

Q: How website should be designed to attract customers? Marks 3
Q: Describe symptoms of poor listening. Marks 3

Q: You are a marketing manager of a firm. What kind of question you will ask to judge consumer behavior. Explain. Marks 5

Q: Why center manager want employees to be educated about life cycle? **Marks 5**

QQ: Describe Customer relationship management in your own words. **Marks 5**

(5marks)
why organization change their behavior from product-oriented to customer oriented?
(5marks)how u recognize that your communication is effective or not?



MKT610 FINAL TERM PAPER SHARED BY STUDENT

REPLY BY KAMRAN JAVED ON JULY 23, 2013 AT 6:38PM

My today's paper almost out of handouts in both forms

About 60% of MCQs were conceptual

Some of the long questions i remember were:

Sum up of CRM course in your words (5)

What do you mean by Accularation. What are its significances. (5)

Importance of CRM (5)

Develop an appeal on newly launched candies and sweets. (5)

Characteristics of Complaining mood customer (3)

MKT610 FINAL TERM PAPER SHARED BY STUDENT

REPLY BY ISMAIL SANI ON JULY 24, 2013 AT 1:22PM

same is here

my today paper almost out of course

only 10% mcq from past papers

some subjective question are

expetaction of customer

Product oriented & customer oriented

CRM importance

Service quality

listening problem



MKT610 FINAL TERM PAPER SHARED BY STUDENT

REPLY BY HINA NOOR ON JULY 22, 2013 AT 3:27PM

My today's mkt610 paper:

Total 64 questions

56 MCQs

4 questions of 3 marks

4 questions of 5 marks

75% Mcq from past

SUBJECTIVEs ARE;

Difference b/w E-CRM and CRM(5marks)

How CRM help organization?(5marks)

why organization change their behavior from product-oriented to customer oriented?(5marks)

how u recognize that your communication is effective or not?(5marks)

MKT610 FINAL TERM PAPER SHARED BY STUDENT

REPLY BY MEHWISH KIREN ON JULY 22, 2013 AT 8:54PM

My today's mkt610 paper:

Total 64 questions

Mostly Mcq from past and easy.

SUBJECTIVE QUESTIONS

1.Moment of truth?which is in lesson 44

2.EXplain 4c of CRM? which is in lesson 34



3.CRM Function?which is in lesson 28

4.E-CRM which is in lesson 32

5.How CRM impact on organization?which is in lesson 35

6.improve win probability?which is in lesson33

7.360 degree view of custmer? which is in lesson 28

8.define empathy? lesson 43(people and crm ka last paragraph

MKT610 FINAL TERM PAPER SHARED BY STUDENT

REPLY BY ALI123 ON FEBRUARY 28, 2013 AT 7:31PM

My today Paper:

Total questions were 60 out of 52 were MCQ's (some were new but most of from past Final and midterm papers)---------- so overall paper was not very tough if student just read carefully and clear concepts

Questions which i remember are as follows:-

1) Discuss why organization has changed its focus from product oriented approach to customer oriented approach? (5 marks)

2)"Moment of truth" for and organization point of view? (3 marks)

3) How Field Sales Online helps manager to increase sales executives' productivity? (5 marks)

4) Impact of CRM on organization? (5 marks)

5) How technology can impact on One to one marketing? (5 marks)

6)Instant online marketing (3 marks)

2 question of 3 marks kay yad nahi aya rahay, infact solve he nahi keay coz time was over. Thanks



MKT610 FINAL TERM PAPER SHARED BY STUDENT

current final term paper of MKT610 (16th july 2012)

there are total 64 questions

56 were objectives and 4 questions of 3 marks and 4 of 5 marks.

mostly objectives were new and from topic of 360 degree view, CRM 4 C's remaining questions I forgot :

subjective:

Significance of Idea development (5 marks)

Importance of CRM in organization (3)

Difference b/w strategic and long range planing (5 marks)

pareto's Law (5 marks)

1 situation base question tha jo yaad nahi 5 marks ka... umm selling point of view sey tha

how it is important to know the need of customer and consumer (3 marks)

MKT610 FINAL TERM PAPER SHARED BY STUDENT

REPLY BY SANA ON JULY 18, 2012 AT 6:06PM

how can we convert by chance customer to loyal customer? 3 marks

types of loyal customers? 5 marks

Impact of CRM on organization? 3 marks

Process of CRM? 5 marks

Give a example from ur routine life a sales person repeat there products feature again and again? 5 marks



MKT610 FINAL TERM PAPER SHARED BY STUDENT

REPLY BY HINA KHAN ON JULY 19, 2012 AT 10:42AM

almost all paper waz conceptual.....mcqs 50% from past paper (yesterday paper)

customer win probability

hw crm effect the profitability of organization

hw competitor knwledge help organization salespeople to sell their products

hw compliant help to build better customer relationships

symtom of listening is "distraction to external environment".....give an example

importance of brand name in selling?why people leave one product and start using another one?

importance of people and their characteristics

MKT610 FINAL TERM PAPER SHARED BY STUDENT

MY TODAY 20/07/2012

How does empathy enhance employees' communication skills interact with customers?

How would you differentiate the traditional approach of customer relationship management form modern approach?

How Field Sales Online helps manager to increase sales executives' productivity?

It is said that customers can also be an exceptional source of information. How?

What is meant by good word-of-mouth and how does it affect business?

Discuss why organization has changed its focus from product oriented approach to customer oriented approach?



MKT610 FINAL TERM PAPER SHARED BY STUDENT

REPLY BY + 𝓕𝓐𝓗ℓℓM 𝓢𝓐QĬB ON JUNE 26, 2012 AT 10:56PM

in my poin of view plz make it correct if iam wrong in any point

1, Paper clip manufacture

market segmentation

2. Salt manufacturer

mass marketing

3. Architect

customized marketing

4. Airline Industry

market segmentation

5. Auto mobile manufacture

market segmentation

6. Lawyer

mass marketing

7. Fast food

market segmentation

8. Designer cloth's wears

market segmentation and customized marketing



MKT610 FINAL TERM PAPER SHARED BY STUDENT

REPLY BY + SALMAN ON FEBRUARY 10, 2012 AT 4:09PM

mkt610 Total Qz 64

Mcqz 56 all are easy if you read the handout

4 questions are 3 marks

4 questions are 5 marks

Being a CRM manager how you improve the communication skill of your employee

Sales application marketing application and support application

Four C's ka ak qz tha

Customer mood ka ak question tha

Ak question appeals wala tha jis mai "customer wants gains or profit"



Ak question complaints wala tha

Over all paper easy tha 20% mcqz past paper sy thy

Seven C's k mCQZ thy

MKT610 FINAL TERM PAPER SHARED BY STUDENT

REPLY BY SANA ON FEBRUARY 15, 2011 AT 9:21AM

Total question : 64

Mcq's = 56 (25 mcq from past paper 2009 and 2010)

Short question= 4 (3 marks)

long question=4 (5 marks)

Q: Defina AIDA?

Q: Why Implemnatation of CRM is important in today IT System:

Q : Explain the Development of product

Q: What is CRM?



MKT610 FINAL TERM PAPER SHARED BY STUDENT

FINALTERM EXAMINAT610- Customer Relationship Management (Session - 1)

Marks: 81

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

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 (plz search from net)

Emphasizing tangible cues in promoting the service Distributing the service directly through television

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 meaning54

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

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

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

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

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 http://vustudents.ning.com



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

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 dbt 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 p72

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? P78

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

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 p74

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



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Question No: 43 (Marks: 3)

Briefly explain customer expectation package. Lesson 37

Question No: 44 (Marks: 3)

Enlist the characteristics of **Complaint Mood Customer? P89**

Question No: 45 (Marks: 3)

How do public relations affect the business of Real State?

Question No: 46 (Marks: 5)

Briefly evaluate this statement with the help of any example "The service package p52

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? P80

Qs as a cutomer relation ship manager in v=uni which chara consider to deliver exclent CRM. P97

QS According to crm content in how many categories cutomer are divided according to their modes, also describe how to handle them properly p88