

MKT206

Question: CRM primary processes includes

Answer: Logistics

Question: Price promotion tactics does not include

Answer: Price increase

Question: The five generic cross-functional CRM processes does not include

Answer: Customer segmentation

Question: CRM successful implementation steps does not include

Answer: Product segmentation

Question: The technique, adopted by a salesperson that an offer is limited, so as to force the consumer to make a quicker decision, and therefore less time evaluating alternatives is

Answer: Scarcity attraction

Question: Customer retention approaches in customer relationship management does not include

Answer: Adding managerial benefits

Question: The duties of a CRM Manager includes ONLY

Answer: Synergize with other departments

Question: Once you have identified a CRM system that is suitable for your organization and selected a project manager to oversee the process, the next step is

Answer: Contract and licencing of software

Question: The second step towards the implementation of CRM is

Answer: Program Initiatives

Question: ...is not an aspect of customer relationship management

Answer: Negotiation

Question: Decision roles in consumer behaviour does not include

Answer: Producer

Question: The ... CRM processes at the customer-facing level does not include relationship

Answer: Three

Question: ... is not an advantage of a customer-focused business approach

Answer: Product focused

Question: The extent to which an interaction varies from and builds upon the preceding stream of buyer-seller interactions is known as

Answer: Interaction consistency

Question: ...is defined as those that CRM information must be accessible for recognizing and contacting them in the company.

Answer: Customers

Question: CRM horizontal processes refer to the cross-functional processes such as

Answer: Product development

Question: The three CRM processes at the customer-facing level does not include

relationship

Answer: hannel

Question: _____ is not a CRM process

Answer: Trading process

Question: When a loyal customer has repetitive requirement of the same product, such customers may be described as _____

Answer: Brand loyal

Question: Price promotion tactics does not include _____

Answer: Price increase

Question: _____ is the tool that helps a project manager to keep CRM project on track

Answer: Calendar

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Question: CRM delivery processes include _____

Answer: Lead management

Question: Whole cluster of benefits when company promises to deliver through its market offering is called _____?

Answer: Value proposition

Question: This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information. _____ accuracy and the right space

Answer: Permission marketing

Question: In an Internet context, this is the practice of tailoring Web pages to individual users _____ characteristics or preferences. _____

Answer: Personalization

Question: This is the processing of data about customers and their relationship with the enterprise in order to improve the enterprise's future _____ policy in place.

Answer: CRM analytics

Question: This is a systematic approach to the gathering, consolidation, and processing of consumer data that is maintained in a company's databases _____

Answer: Database marketing

Question: This is an arrangement in which a company outsources some its functions to an application service provider (ASP) _____

Answer: Hosted CRM

Question: This is a central point in an enterprise from which all customer contacts are managed _____

Answer: Contact centre

Question: _____ In data mining, this is a technique used to predict future behavior and anticipate the consequences of change.

Answer: Predictive modelling

Question: This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information ____

Answer: Permission marketing

Question: This is a broad category of applications and technologies for gathering, storing, analysing, and providing access to data to help enterprise users make better business decisions. ____

Answer: Business intelligence

Question: This is a systematic approach to the gathering, consolidation, and processing of consumer data (both for customers and potential customers). ____

Answer: Database marketing

Question: CRM is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).

True OR False

Answer: False

Question: This is a central point in an enterprise from which all customer contacts are managed ____

Answer: Contact centre

Question: This is the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, ----- gender.

Answer: Marital status

Question:

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Transactional marketing strategies focused on attracting _____
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Answer: Customers

Question: Identify and know are action verbs used in stating behavioural objectives.

True OR False ____

Answer: False

Question: The company's sales department is constantly looking for sales opportunities with existing and _____

Answer: Technology

Question: Each interaction with the customer is recorded and stored within the

Answer: CRM software

Question: The technology requirements of a CRM strategy include the following building blocks expect one

Answer: Campaigns CRM

Question: The initial successful planning can only lead towards the long term -----

Answer: Objectives

Question: The second step towards the implementation of CRM is ____ attitude

Answer: Program initiatives

Question: The step that will prepare everyday plans to help the organization in achieving long term goals is called

Answer: Departmental plans

Question: Testing of dominant theory is to remove ____

Answer: Anomalies

Question: This ----- part is implemented by preparing various modules for the various activities like sales, marketing

Answer: Technology

Question: CRM is related to Management. True or False

Answer: True

Question: The aim of this course is to expose you to the concept and practices of customer relationship management

Answer: All of the above

Question: The units of ENT 206 was divided into

Answer: 10

Question: Customer is defined as

Answer: Paying client

Question: Listening is the same as being quite

Answer: True

Question: Customers are mainly referred to the following except one

Answer: Vendome

Question: Provide raw materials and/or services required for manufacture for which they are paid by the company.

Answer: Suppliers

Question: In making a design policy, the needs of the ----- should be basic.

Answer: Audience

Question: The business strategy directed to understand, anticipate and respond to the needs of an enterprise's current and potential customers in order to grow the relationship value.

Answer: CRM

Question: Customer relationship management consists of
areas

Answer: 4

Question: CRM as a comprehensive strategy and process of acquiring and selective customers to create superior value for the company and the customer.

Answer: Parvatiyar and sheth, 2011

Question: Gibbert, referred to CRM is a business strategy designed to optimize profitability, revenue, and

Answer: Customer satisfaction

Question: ----- is a method broadly a way of treating or dealing with something relationship

Answer: Approach

Question: A well operative CRM system can be an extremely powerful tool for
and customer strategies

Answer: Management

Question: The major areas of CRM include strategy, employees, technology, and -----

Answer: Process

Question: Key workers are provided more values for company through increasing profits, active long-term relationships, powerful leadership for the company by -----

Answer: Akroush, 2011

Question: Internal marketing is resulted from interaction between
and marketing

Answer: Human resource management

Question: The modern concept of customer service has its roots in the Craftsman Economy of the

Answer: 1800s

Question: A shift in this balance began in the 1970s, as international competition increased, and the dominance of western manufacturers was challenged, first by

Answer: Japan

Question: We have to assess the global situation today and derive that we are facing a new .

Answer: Development

Question: The changes in market demand and competitive strategy forced the company to change from transactional marketing to B

Answer: Relationship marketing

Question: The objective of transactional approach of marketing is to sell more products and services to maximize and

Answer: Sales and profit

Question: Customer knowledge is required to satisfy their customers and reach the ultimate goal of a

Answer: Company

Question: Contradiction arising from differences in interests, ideas, ideologies, orientations, beliefs, perceptions or tendencies is

Answer: Conflict

Question: Enterprises noticed that they could only be successful if they adopt

Answer: Customer-based marketing

Question: Customer relationship management has been accepted as a

Answer: Management philosophy

Question: Process of building, organizing and using databases of customers to build customer relationship is classified as

Answer: Database marketing

Question: CRM allows an organization to accomplish all of the following, except:

Answer: Complicate marketing and sales processes

Question: What is the top CRM business driver

Answer: Automation/productivity/efficiency

Question: Which of the following is not one of the CRM business drivers?

Answer: Increase revenues

Question: What is operational CRM

Answer: All of the above

Question: What supports back-office operations and strategic analysis and includes all systems that do not deal directly with the customers

Answer: Analytical CRM

Question: Which is not a classification of conflict?

Answer: Conquered and Non Conquered Parties

Question: Analytical CRM tools can slice-and-dice customer information to create made-to-order views of:

Answer: All of the above

Question: Building and sustaining long term business with customers is the aim of

Answer: Customer relationship management

Question: Customer Relationship Management is about

Answer: All of the options

Question: CRM technology can help in

Answer: All of the above

Question: _____ uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis.

Answer: Data mining

Question: The overriding concern of Karl Marx is that social conflict is an imperative route to

Answer: Development

Question: The method used to assess real cost of providing services to an individual customer is

Answer: Turnover based accounting

Question: A consumer buying behaviour is influenced by

Answer: Both a and b

Question: Indian marketers use a term called socioeconomic classification, which is based on the _____ of chief wage earner.

Answer: Both Education and Occupation

Question: Socioeconomic system classifies rural households into _____ broad categories.

Answer: 4

Question: Philosophizing about science is primarily concerned with

Answer: The processes and products of science

Question: The method of teaching in which learners try to find out things for themselves is known as:

Answer: Inquiry of teaching

Question: Social class is indicated by _____ variables.B

Answer: Several

Question: Process of manage information about customers to maximize loyalty is said to be

Answer: Customer relationship management

Question: Any occasion on which brand or product is encountered by end customers is called

Answer: Customer touch point

Question: Record which is based on business customers past purchases, sales price and volumes is classified

Answer: Business database

Question: Third step in customer's value analysisassessing attributes importance

Answer: Both Performance monitoring and Competitors performance

Question: Customized products and services for customers and interaction to individual customers are part of

Answer: Customer relationship