

FBQ1: The data gathered as a part of CRM must consider customer privacy and data security.

Answer: Privacy

FBQ2: The act of acquiring, sharing, and developing customer knowledge among employees for making profit for the organization and customers is known as \_\_\_\_\_

Answer: Customer knowledge management

FBQ3: CRM horizontal processes refer to the cross-functional processes like \_\_\_\_\_

Answer: Product development

FBQ4: \_\_\_\_\_ is not included in the decision model that explains consumer purchase decision.

Answer: Social stimuli

FBQ5: The role of children as influencers in a wide range of purchase contexts is known as \_\_\_\_\_

Answer: Pester power

FBQ6: The features of customer relationship management does not include \_\_\_\_\_

Answer: Customer purse

FBQ7: \_\_\_\_\_ can best describes CRM vertical processes

Answer: Customer acquisition

FBQ8: CRM information must be accessible \_\_\_\_\_ for recognizing and contacting them in the company.

Answer: Customers

FBQ9: \_\_\_\_\_ is not a CRM process

Answer: Trading process

FBQ10: A figurative term known as \_\_\_\_\_ is used to describe the cognitive and affective processes of a consumer during a purchase decision

Answer: Black box

FBQ11: According to Akroushetal, (2011) Internal marketing is resulted from interaction between human resource management and \_\_\_\_\_

Answer: Marketing

FBQ12: \_\_\_\_\_ is not included in the five generic cross-functional CRM processes

Answer: Customer segmentation

FBQ13: \_\_\_\_\_ is not an advantage of a customer-focused business approach

Answer: Product focused

FBQ14: \_\_\_\_\_ is not a price promotion tactics

Answer: Price increase

FBQ15: Business products classification does not include \_\_\_\_\_

Answer: Quality

FBQ16: \_\_\_\_\_ is the first stage in the customer purchase decision process

Answer: Problem recognition

FBQ17: Determinants of customer satisfaction does not include \_\_\_\_\_

Answer: Haggling

FBQ18: Interaction management process dimensions does not includes \_\_\_\_\_

Answer: Interaction intelligence

FBQ19: The reasons for the emergence of customer relationship management according to Duran (2011) does not include \_\_\_\_\_

Answer: Customer behaviour

FBQ20: When a customer makes a repetitive demand of the same product, such customers may be described as being \_\_\_\_\_

Answer: Brand loyal

FBQ21: \_\_\_\_\_ is not among the steps in Jim Sterne and Matt Cutler customer life cycle matrix

Answer: Potential

FBQ22: Customer behaviour is not concerned about \_\_\_\_\_

Answer: Production activities

FBQ23: Internal customers includes \_\_\_\_\_ in an organisation

Answer: Company personnel

FBQ24: At the customer-facing level \_\_\_\_\_ is not part of the three CRM processes

Answer: Channels

FBQ25: \_\_\_\_\_ is not an element to be considered during CRM software development

Answer: Written agreement

FBQ26: \_\_\_\_\_ is not one of the steps in Keller and Kotler (2006) four-step framework for one - to-one marketing that can be adopted on CRM marketing

Answer: Customer orientation

FBQ27: \_\_\_\_\_ is not an aspect of customer relationship management

Answer: Negotiation

FBQ28: Customer responses does not include \_\_\_\_\_

Answer: Demographic

FBQ29: \_\_\_\_\_ is the last stage of the purchase decision process

Answer: Purchase decision

FBQ30: Decision role in consumer behaviour does not include \_\_\_\_\_

Answer: Producer

FBQ31: \_\_\_\_\_ processes refer to the hidden and non-facing processes in CRM

Answer: Back-office

FBQ32: \_\_\_\_\_ is a vertical CRM processes

Answer: Customer acquisition

FBQ33: The tactics that can be employed by the firms to create customer loyalty does not include \_\_\_\_\_.

Answer: Customer quality

FBQ34: Low level involvement products is associated with \_\_\_\_\_.

Answer: Low risk

FBQ35: The branch of consumer behaviour that investigates the matching of a brand's personality and the consumer's personality is \_\_\_\_\_.

Answer: Self-congruity research

FBQ36: \_\_\_\_\_ is an example of a front office process

Answer: Procurement process

FBQ37: \_\_\_\_\_ is not among the levels of investment in customer relationship building

Answer: Advance marketing

FBQ38: CRM implementation processes does not include \_\_\_\_\_.

Answer: Merchandizing

FBQ39: The extent to which purchase intentions result in actual sales is known as \_\_\_\_\_.

Answer: Conversion rate

FBQ40: Back-office processes refer to the hidden and non-facing processes from customers like \_\_\_\_\_.

Answer: Procurement process

FBQ41: \_\_\_\_\_ of setting up a CRM involves an agreement (and possibly negotiations) with a CRM vendor or outside consultant regarding setup, services, and support of your CRM system

Answer: Contract Phase

FBQ42: Guidelines to be considered during data migration does not include \_\_\_\_\_.

Answer: Calendar

FBQ43: Which of the following is not among the steps in CRM selection and implementation processes

Answer: Departmental plans

FBQ44: Which of the following is not a factor to be considered when contracting and licensing software

Answer: Work Phase

FBQ45: The feelings of anxiety that occur in the post purchase stage by a customer is called \_\_\_\_\_.

Answer: Cognitive dissonance

FBQ46: Benefits of customer service training programs to the organization does not include \_\_\_\_\_.

Answer: Price insensitivity

FBQ47: The small set of brands which a consumer pays close attention to when making a purchase decision is \_\_\_\_\_.

Answer: Consideration set

FBQ48: Emotional response to the experience provided by, (or associated with) particular product is \_\_\_\_\_.

Answer: Customer satisfaction

FBQ49: CRM delivery processes include \_\_\_\_\_.

Answer: Lead management

FBQ50: Which of the following is not a disadvantage of a customer-focused approach

Answer: Increased referrals

MCQ1: Which of the following processes refer to the hidden and non-facing processes in CRM

Answer: Back-office

MCQ2: From the options provided select the tool that helps a project manager to keep CRM project on track

Answer: Calendar

MCQ3: Which of the following is not one of the advantages of measuring customer satisfaction?

Answer: Evaluate outstanding debt

MCQ4: During training on CRM Software, one of the following is not important

Answer: Task lists

MCQ5: Guidelines to be considered during data migration does not include one of the following

Answer: Calendar

MCQ6: The black box model is related to the black box theory of

Answer: Behaviourism

MCQ7: Consultants help CRM Managers in executing all but one of the following

Answer: Paying salaries

MCQ8: The feelings of anxiety that occur in the post purchase stage by a customer is called

Answer: Cognitive dissonance

MCQ9: Measuring performance before and after the CRM implementation helps you to calculate

Answer: Return on investment

MCQ10: The extent to which purchase intentions result in actual sales is known as

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MCQ11: CRM implementation processes does not include

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Answer: Customer quality

MCQ17: ..describes internal customers in an organisation

Answer: Company personnel

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MCQ30: The five generic cross-functional CRM processes does not include

Answer: Customer segmentation

MCQ31:  is the extent to which an interaction varies from and builds upon the preceding stream of buyer-seller interactions

Answer: Interaction consistency

MCQ32: Determinants of customer satisfaction does not include

Answer: Haggling

MCQ33: Business products can be classified into the following categories

EXCEPT

Answer: Quality

MCQ34: Benefits of customer service training programs to the organization does not include

Answer: Price insensitivity

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Answer: Consideration set

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Answer: Customer satisfaction

MCQ37: CRM delivery processes include

Answer: Lead management

MCQ38: .. is not a disadvantages of a customer-focused approach

Answer: Increased referrals

MCQ39: CRM primary processes includes

Answer: Logistics

MCQ40: Price promotion tactics does not include

Answer: Price increase

MCQ41: CRM successful implementation steps does not include

Answer: Product segmentation

MCQ42: The five generic cross-functional CRM processes does not include

Answer: Customer segmentation

MCQ43: The duties of a CRM Manager includes ONLY

Answer: Synergize with other departments

MCQ44: 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

MCQ45: Customer retention approaches in customer relationship management does not include

Answer: Adding managerial benefits

MCQ46: ..is not among the steps in Jim Sterne and Matt Cutler customer life cycle matrix

Answer: Potential

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Answer: Production activities

MCQ48: \_\_\_\_\_ is the tool that helps a project manager to keep CRM project on track  
Answer: Calendar

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MCQ50: When a loyal customer has repetitive requirement of the same product, such customers may be described as \_\_\_\_\_  
Answer: Brand loyal