

MKT206

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1. Transactional marketing strategies focused on\_\_\_\_\_

--->> attracting consumers

marketing research

producer market

relationship

2. The three main components of CRM are\_\_\_\_\_

--->> People, technology, and process

People, planet and process

Product, price and place

Promotion, people and product

3. \_\_\_\_\_has to be a team effort and not just the responsibility of employees who deal with the public directly.

Information gathering

--->> Customer service

Customer retention

Product quality

4. Profits are tied down not to\_\_\_\_\_

retained of customers

--->> customer purse

repeat purchases

quality services

5. \_\_\_\_\_is the reaction by the organization to the queries and activities of the customer.

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Customer loyalty

Customer satisfaction

--->> Customer response

6. The major areas of CRM focus does not include\_\_\_\_\_

Reduction of advertising costs

Expansion of customer base

--->> Post purchase analysis

Ease in introduction of new products

7. One of the options is not necessary during CRM training\_\_\_\_\_

Identify all training options early

--->> Knowledge of customer background

Plan for gaps

Learn in context

8. The consumer buying process is usually depicted as consisting of \_\_\_\_\_ distinct stages.

--->> 5

7

4

9

9. The steps of CRM process does not include\_\_\_\_\_

Customer Acquisition

Customer Interaction Management

--->> Customer laggards

Customer Retention

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