



## Dr.G.R.Damodaran College of Science

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III MCA [2015-2018]

Semester V

Elective: Customer Relationship Management - 554U4

Multiple Choice Questions.

1. Which of the following strategies is suited to the Old Economy?

- A. Customisation.
- B. Personalisation.
- C. Improve sales.
- D. Increase in profit.

ANSWER: A

2. Which of the following is NOT TRUE regarding CRM systems?

- A. It is actually a set of multiple applications.
- B. It can help to understand customer better.
- C. It helps to collect demographic data.
- D. It is a BI tool.

ANSWER: A

3. \_\_\_\_\_ provide complete product information, ranging from pictures of the item in question to complete specifications

- A. E-commerce website.
- B. Retail store.
- C. Product specification.
- D. Customer's demand.

ANSWER: A

4. A central component of CRM personalization is reflected in \_\_\_\_\_.

- A. product design.
- B. product price.
- C. product quality.
- D. product descriptions.

ANSWER: D

5. \_\_\_\_\_ is one of the methods for capturing customer information.

- A. Newspaper.
- B. Advertisement.
- C. Feed back.
- D. Surveys.

ANSWER: D

6. \_\_\_\_\_ is used to capture and summarize the information along with key success metrics.

- A. Balanced scorecard
- B. Balance sheet
- C. Scorecard.
- D. Product information.

ANSWER: A

7. \_\_\_\_\_ is the first activity to collect clues about what's important to managing customer relationships

- A. Silent brainstorming.
- B. Sales force point.
- C. Telemarketing.
- D. Newsgroups.

ANSWER: A

8. \_\_\_\_\_ is the encompassing term that involves the use of electronic platforms - intranets, extranets and the Internet - to conduct a company's business.

- A. E-commerce.
- B. E-marketing.
- C. E-procurement.
- D. E-business.

ANSWER: D

9. CRM process begins \_\_\_\_\_.

- A. after sales.
- B. after sales and before sales.
- C. after purchase.
- D. before sales.

ANSWER: B

10. Relationship Marketing focus on \_\_\_\_\_.

- A. customer service.
- B. customer satisfaction.
- C. customer retention.
- D. customer relationship.

ANSWER: C

11. The final task in the development process is to write the \_\_\_\_\_.

- A. CRM strategy creation.
- B. CRM strategy selection.
- C. CRM strategy statement.
- D. implementing CRM strategy.

ANSWER: C

12. \_\_\_\_\_ is a evaluation tool that goes beyond financial measures that organization use to improve process efficiency.

- A. PERT.
- B. Balance Scorecard.
- C. Break Even Analysis.
- D. Balance Sheet.

ANSWER: B

13. For choosing the right CRM strategy \_\_\_\_\_ is used.

- A. Criteria Matrix.
- B. Selection Matrix.
- C. Choice Matrix.
- D. Condition Matrix.

ANSWER: B

14. With customers, conflict may come when \_\_\_\_\_.

- A. company err.
- B. customer err.
- C. third party gets involved and errs.
- D. all the above.

ANSWER: D

15. \_\_\_\_\_ sometimes is referred to as customer relationship management

- A. Relationship marketing.
- B. Online marketing.
- C. Telemarketing.
- D. Advertising.

ANSWER: A

16. One of the methods to find what customers are thinking about the product is \_\_\_\_\_.

- A. Feedback.
- B. Questioner.
- C. Survey.
- D. Suggestions.

ANSWER: C

17. POS means \_\_\_\_\_.

- A. Point of service.
- B. Point of satisfaction.
- C. Point of sales.
- D. Point of supply.

ANSWER: C

18. The E-commerce domain that involves business activity initiated by the consumer and targeted to businesses is known as \_\_\_\_\_.

- A. Business to Business (B2B).
- B. Consumer to Business (C2B)
- C. Business to Consumer (B2C).
- D. Consumer to Consumer (C2C).

ANSWER: B

19. \_\_\_\_\_ is a corner-stone of the relationship

- A. Good product design.
- B. Delivering value.
- C. Good quality.
- D. Low price.

ANSWER: B

20. \_\_\_\_\_ is used for generating ideas.

- A. Brainstorming.
- B. Group discussion.
- C. Meetings.
- D. General discussion.

ANSWER: A

21. \_\_\_\_\_ gave a frame work for developing quality customer relationship.

- A. Hendry.
- B. Taylor.
- C. Paul Antony.
- D. McKinsy.

ANSWER: D

22. One of the top CRM business driver is \_\_\_\_\_

- A. Inventory control
- B. Increase Revenue
- C. Competitive advantage
- D. Automation

ANSWER: D

23. Development of \_\_\_\_\_, made possible for Bank to maintain one to one relationship with customer.

- A. instrument technology.
- B. communication technology.
- C. computer technology.
- D. information technology.

ANSWER: D

24. \_\_\_\_\_ are one of the treats for establishing retail banking.

- A. Competitors.
- B. Customer.
- C. Foreign players.
- D. Local players.

ANSWER: C

25. Transaction marketing focus on \_\_\_\_\_.

- A. income.
- B. customer.
- C. single sale.
- D. business.

ANSWER: C

26. Transaction marketing has \_\_\_\_\_.

- A. limited customer contact.
- B. unlimited customer contact
- C. limited products.
- D. unlimited products.

ANSWER: A

27. In Transaction marketing, \_\_\_\_\_ is a primarily a concern of product departments

- A. product quality.
- B. product design.

- C. product price.
- D. product description.

ANSWER: A

28. For good CRM implementation \_\_\_\_\_ is needed.

- A. data warehouse.
- B. data mart.
- C. intelligent database.
- D. large server.

ANSWER: C

29. \_\_\_\_\_ is one of the CRM applications.

- A. Billing management.
- B. Reporting management.
- C. Manufacturing management.
- D. Campaign management.

ANSWER: D

30. Which is the first private sector bank that gave permission to accept tax payments?

- A. Wells Fargo.
- B. ICICI.
- C. Ambro.
- D. HDFC.

ANSWER: D

31. E-Customers demand \_\_\_\_\_.

- A. constant access.
- B. immediate response.
- C. personalized touch.
- D. all the above.

ANSWER: D

32. \_\_\_\_\_ process the data about customers and their relationship with the enterprise to improve the future sales and service of the enterprise

- A. Click Stream Analysis
- B. Customer Relationship Management
- C. CRM analytics
- D. Database Marketing

ANSWER: C

33. Delivering high quality products quickly, error free, and for a reasonable price is \_\_\_\_\_.

- A. service excellence.
- B. operational excellence.
- C. continuous excellence.
- D. sale excellence.

ANSWER: B

34. Supply chain management helps an organization in \_\_\_\_\_.

- A. reducing production costs.
- B. increase the production cost.
- C. reduce the time it takes to make a product.

D. improves sales.

ANSWER: C

35. Which of the following factors responsible for evolution of the concept of CRM?

- A. Shorter product life cycle.
- B. Rapid new product offering.
- C. Growth of demanding.
- D. All the above.

ANSWER: D

36. Customer care begins \_\_\_\_\_.

- A. before the sale.
- B. during the sale.
- C. after the sale.
- D. when customer needs support.

ANSWER: A

37. What is the goal of CRM?

- A. Provide better customer service.
- B. Cross sell products more effectively.
- C. Discover new customers.
- D. All the above.

ANSWER: D

38. CRM is about \_\_\_\_\_ to better understand and serve customer.

- A. managing revenue.
- B. managing profit.
- C. managing customer.
- D. managing system.

ANSWER: C

39. Objective of CRM is to turn customers into \_\_\_\_\_.

- A. competitors.
- B. well wisher.
- C. partners.
- D. promoters.

ANSWER: C

40. Which one of the following is NOT a goal of CRM?

- A. Better service.
- B. Decrease in revenue.
- C. Decrease in marketing cost.
- D. Retaining customer.

ANSWER: B

41. Which one of the following is NOT a CRM data?

- A. Demographic data.
- B. Loss data.
- C. Purchase data.
- D. Sales data.

ANSWER: B

42. Customer life cycle focus on \_\_\_\_\_ the life span of customer with organisation.

- A. lengthening.
- B. shortening.
- C. widening.
- D. narrowing down.

ANSWER: A

43. Petroleum sector to have CRM uses \_\_\_\_\_ type of cards.

- A. prepaid
- B. post paid
- C. top up
- D. recharge

ANSWER: A

44. In Petroleum sector to retain the customer \_\_\_\_\_ type of payment is needed.

- A. hot cash
- B. debit
- C. credit
- D. electronic

ANSWER: C

45. \_\_\_\_\_ card is used for tracking the movement of track when ever the drivers uses the card.

- A. Prepaid
- B. Fleet
- C. Top up
- D. Recharge

ANSWER: A

46. CRM in petroleum sector focus primarily on \_\_\_\_\_ customer.

- A. wholesale
- B. retail
- C. regular
- D. industrial

ANSWER: C

47. CRM will not be effective if company does not have \_\_\_\_\_.

- A. good staffs
- B. good office automation
- C. good revenue
- D. good customer

ANSWER: B

48. \_\_\_\_\_ is a powerful tool for business.

- A. HRM
- B. Stress management
- C. CRM
- D. Time management

ANSWER: C

49. Which one of the following is not useful for understanding customer?

- A. Profiling
- B. Segmentation.
- C. Debit details.
- D. Customer valuation.

ANSWER: D

50. Value of a product is NOT based on\_\_\_\_\_.

- A. service
- B. price
- C. quality
- D. ease of use

ANSWER: B

51. Customer retention is NOT based on \_\_\_\_\_.

- A. maintaining interaction
- B. delivering value
- C. reacting to customer request
- D. high price of product

ANSWER: D

52. In Indian context the CRM can be a powerful tool for B2B using \_\_\_\_\_.

- A. Electronic Data Interchange.
- B. Electronic Product Interchange.
- C. Electronic Product Information.
- D. Electronic Product Interchange.

ANSWER: A

53. Segmentation of customer leads to \_\_\_\_\_ marketing.

- A. relationship
- B. transaction
- C. sales
- D. customer

ANSWER: B

54. Which of the following is not a CRM application?

- A. Customer knowledge.
- B. Sales effectiveness.
- C. Customer retention.
- D. All the above.

ANSWER: D

55. In banking, the key accounts can be calculated through \_\_\_\_\_.

- A. Pareto analysis.
- B. KAM selection.
- C. audit.
- D. KAM development.

ANSWER: A

56. In relationship marketing, orientation is on \_\_\_\_\_.

- A. product benefits
- B. product cost



- C. product features
- D. product price

ANSWER: A

57. Relationship marketing emphasis on \_\_\_\_\_ customer service.

- A. little
- B. more
- C. moderate
- D. new

ANSWER: B

58. Relationship marketing is for \_\_\_\_\_ time scale.

- A. long
- B. short
- C. medium
- D. small

ANSWER: A

59. Relationship marketing has \_\_\_\_\_ customer contact.

- A. heavy
- B. less
- C. small
- D. moderate

ANSWER: A

60. Current value and \_\_\_\_\_ values are the two types of value in organisation.

- A. product
- B. price
- C. potential
- D. process

ANSWER: C

61. \_\_\_\_\_ is the fuel for CRM engine.

- A. Customer profit
- B. Customer information
- C. Customer goodwill
- D. Customer income

ANSWER: B

62. Interaction with customer is done by \_\_\_\_\_ channel with customer.

- A. single
- B. multiple
- C. one to one
- D. one to many

ANSWER: B

63. CRM is implemented by \_\_\_\_\_ level of organisation .

- A. top
- B. middle
- C. low
- D. supervisory

ANSWER: A

64. For having good CRM \_\_\_\_\_ is needed.

- A. heavy investment in IT.
- B. heavy investment in shares.
- C. heavy investment in infrastructure
- D. heavy investment in business

ANSWER: A

65. To induce customer loyalty \_\_\_\_\_ can be done.

- A. retail marketing
- B. wholesale marketing
- C. club marketing
- D. profit marketing

ANSWER: C

66. Importance of CRM at all levels of manager is done by \_\_\_\_\_ marketing.

- A. internal
- B. external
- C. dynamic
- D. static

ANSWER: A

67. CRM changes the organisation to \_\_\_\_\_ focused organisation.

- A. product
- B. customer
- C. profit
- D. goodwill

ANSWER: B

68. CRM helps in tracking \_\_\_\_\_.

- A. sales opportunity.
- B. profit opportunity.
- C. marketing opportunity.
- D. income opportunity.

ANSWER: C

69. CRM helps to rate different banking scheme influence based on \_\_\_\_\_ parameter(s).

- A. Financial.
- B. Operational.
- C. Profitability.
- D. All the above.

ANSWER: D

70. Relationship manager has to develop \_\_\_\_\_ term plan towards customer relationship.

- A. long
- B. short
- C. medium
- D. mid

ANSWER: A

71. \_\_\_\_\_ is the act of modifying a product or service to fit user requirements

- A. Specialization
- B. Targeting
- C. Customization
- D. Tuning

ANSWER: C

72. ICICI bank has merged with \_\_\_\_\_, just to increase its market share.

- A. Bank of Madura.
- B. Global Trust Bank.
- C. Andhra Bank.
- D. HSBC.

ANSWER: A

73. Which is one of the following is not in best bank as per their ranking in financial, operational, productivity and profitability?

- A. Global Trust Bank.
- B. Andhra Bank.
- C. HSBC.
- D. SBI.

ANSWER: D

74. E-commerce involves the application of \_\_\_\_\_.

- A. Knowledge Management systems.
- B. Product Management systems
- C. Services Management systems.
- D. All of the above.

ANSWER: A

75. In addition to attracting new customers and creating transactions, the goal of marketing is to \_\_\_\_\_ customers and grow their business.

- A. encourage
- B. recognize
- C. retain
- D. entertain

ANSWER: C

76. What is not the part of an effective integrated advertising campaign?

- A. Precision of message .
- B. Cultivation of customer relationships.
- C. Impact .
- D. Static images only .

ANSWER: C

77. The ranking of banking is based on \_\_\_\_\_ parameter(s).

- A. Financial.
- B. Operational.
- C. Productivity .
- D. All the above.

ANSWER: D

78. A key CRM technique is to encourage existing customers to recommend friends or colleagues to purchase. This is called as \_\_\_\_\_.

- A. up-sell.
- B. reactivation.
- C. cross-sell.
- D. referral

ANSWER: D

79. \_\_\_\_\_ is to develop good relation with customer.

- A. customer relation management
- B. customer knowledge
- C. customer management
- D. customer maintenance

ANSWER: A

80. \_\_\_\_\_ synthesis heterogeneous documents in the organization.

- A. Server
- B. Records
- C. Files
- D. Database

ANSWER: D

81. A method of measuring the effectiveness of online marketing communications, branding metrics are \_\_\_\_\_.

- A. a measure of the profitability of the campaign which compares revenue against costs.
- B. the equivalent of offline advertising metrics, i.e brand awareness (aided and unaided), ad recall, brand favourability and purchase intent.
- C. the value of gaining the customer is not just-based on the initial purchase, but the lifetime value (and costs) associated with the customer.
- D. none of the above.

ANSWER: B

82. A method of measuring the effectiveness of online marketing communications, lifetime value measures are \_\_\_\_\_.

- A. The value of gaining the customer is not just-based on the initial purchase, but the lifetime value (and costs) associated with the customer.
- B. They are the equivalent of offline advertising metrics, i.e brand awareness (aided and unaided), ad recall, brand favourability and purchase intent.
- C. A measure of the profitability of the campaign which compares revenue against costs.
- D. None of the above.

ANSWER: C

83. Which one of the following is not related to banking technology?

- A. Mobile banking.
- B. Channel integration.
- C. Customer relationship management.
- D. Investments.

ANSWER: D

84. BI means \_\_\_\_\_.

- A. Business Intelligence.

- B. Business Information
- C. Business Investment
- D. Business Inventory

ANSWER: A

85. Which of the following process deals with the concept of designing marketing communications programs those coordinate all promotional activities to provide a consistent message across all audiences?

- A. Integrated marketing communications.
- B. Relationship marketing.
- C. The marketing mix.
- D. Direct marketing.

ANSWER: A

86. Mention the characteristics of good CRM that this system contains.

- A. Integration between the customers calls and e-mails.
- B. Does not need integration between the customers calls and e-mails.
- C. Has never had the customers calls and e-mails integrated.
- D. Integration between the customers calls and the headsets the agents wear.

ANSWER: A

87. Data Mining is a \_\_\_\_\_ tool.

- A. BI
- B. AI
- C. ERP
- D. MIS

ANSWER: A

88. Which one of the following is not a typical CRM application?

- A. Proposal preparation systems.
- B. Lead management systems.
- C. Call management.
- D. Customer records.

ANSWER: A

89. Which of the following is not a characteristic of the business-to-business arena?

- A. Large markets.
- B. Wide geographic spread.
- C. Low average spend per customer.
- D. Complex buyer behavior.

ANSWER: C

90. Which of the following links, the organization to its individual customers, employees, suppliers, and other partners for their mutual long-term benefits?

- A. Social responsibility.
- B. Relationship marketing.
- C. Suppliers' interests.
- D. Producers' interests.

ANSWER: B

91. Which one of the following is/are related to Net Banking?

- A. To check the balance in the saving account.

- B. Transfer funds between accounts.
- C. Get a demand draft made.
- D. All the above.

ANSWER: D

92. Which of the following is NOT a benefit of direct marketing?

- A. Convenience.
- B. Interactive.
- C. Customer relationship building.
- D. Assists client prospecting.

ANSWER: D

93. Inquisitive is the characteristic of which of the following category?

- A. Hypocritical mood customer.
- B. Complaining mood customer.
- C. Objection mood customer.
- D. Indifference mood customer.

ANSWER: C

94. Which of the following is a persons pattern of living as expressed in his or her psychographics?

- A. Social class.
- B. Lifestyle.
- C. Culture.
- D. Personality.

ANSWER: B

95. 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 \_\_\_\_\_.

- A. customer is king .
- B. buyer-supplier relationship is transactional .
- C. supplier is king.
- D. none of the given option.

ANSWER: A

96. Internal strengths and weaknesses are usually referred to as \_\_\_\_\_.

- A. uncontrollable activities within an organization.
- B. controllable activities within an organization.
- C. most important for shareholders and stakeholders.
- D. important as external opportunities and threat.

ANSWER: B

97. Intra- Organizational E-Commerce is \_\_\_\_\_ Focused

- A. Value chain/Supply chain
- B. Customer chain/value chain
- C. Customer chain/supply chain
- D. Supply chain/Value Chain

ANSWER: A

98. Identify which is NOT the part of Modules of CRM?

- A. Advanced technologies.

- B. Functional components.
- C. Financial components.
- D. Channel.

ANSWER: C

99. Any single product or service can deliver \_\_\_\_\_.

- A. same benefits to different customers.
- B. same benefits to delighted customers.
- C. different benefits to different customers.
- D. same benefits to loyal customer.

ANSWER: C

100. It is likely that global competition will become more fiercely intensive because \_\_\_\_.

- A. organizations are forming alliances with other market players.
- B. competitors are becoming more aggressive.
- C. competitors can seemingly access any international market and compete freely.
- D. competitors are increasing in size and have more resources to compete.

ANSWER: A

101. Which one of the following options is NOT considered a major area on which customer relationship management focuses?

- A. Expansion of customer base.
- B. Reduction of advertising costs.
- C. Gaining new customers but no focus on existing ones.
- D. Personal information gathering and processing.

ANSWER: C

102. Marketing relationships are \_\_\_\_\_.

- A. intensely personal, like human relationships.
- B. intended to deliver short-term customer satisfaction.
- C. intended to deliver long-term customer satisfaction.
- D. the most important element of the marketing mix.

ANSWER: C

103. Customer relationship management does not move around which of the following?

- A. Customer retention.
- B. Policies development.
- C. Retain customers.
- D. Customer satisfaction.

ANSWER: B

104. Which of the following is NOT the general purpose of CRM?

- A. Purpose of CRM is better managing customers through the introduction of reliable systems and methods.
- B. Purpose of CRM is to enable organizations to service their existing customers more emphatically and more forcefully.
- C. Purpose of CRM is not developing processes and procedures for interacting new customers.
- D. All of above given options.

ANSWER: C

105. The process of performing activities that increase the value of goods or services to Consumers is

known as \_\_\_\_\_.

- A. value development.
- B. value creation.
- C. value chain.
- D. value addition.

ANSWER: B

106. Traditionally, stores have carried inventory to \_\_\_\_\_.

- A. terminate production economies.
- B. eliminate forecasting uncertainty.
- C. provide better service for customers.
- D. prevent strikes or product shortages.

ANSWER: C

107. Supporting customers through the process of selecting, purchasing, and maintaining a product or service is known as \_\_\_\_\_.

- A. customer loyalty.
- B. customer satisfaction.
- C. customer services.
- D. customer retention.

ANSWER: C

108. Traditional marketing approach is not based on \_\_\_\_\_.

- A. gaining new customers.
- B. retaining customers.
- C. individual transaction.
- D. market share.

ANSWER: B

109. Customer who always use your product over competitors product are called as \_\_\_\_\_.

- A. regular customer.
- B. loyal customers.
- C. new customer.
- D. a and b.

ANSWER: B

110. CRM is selling product or service by using \_\_\_\_\_.

- A. economic inducement.
- B. business inducement.
- C. psychological inducement.
- D. intelligence inducement.

ANSWER: C

111. \_\_\_\_\_ is performing activities that increase the value of goods or services to consumers.

- A. Value addition.
- B. Value creation.
- C. Value chain.
- D. Value support.

ANSWER: B

112. Quicker attention and resolution of complaints lead to \_\_\_\_\_.



- A. high profits.
- B. low cost.
- C. favorable word of mouth.
- D. stronger customer relationship.

ANSWER: D

113. Why would developing a privacy program be worthwhile for a company?

- A. So competitors can't steal its information.
- B. To keep company secrets "in house".
- C. In order to demonstrate its respect for customer privacy.
- D. Privacy policies are required by law.

ANSWER: D

114. Which of the following is a good characteristics of CRM?

- A. Integration between the customers calls and e-mails.
- B. Does not need integration between the customers calls and e-mails.
- C. Has never had the customers calls and e-mails integrated.
- D. Integration between the customers calls and the headsets the agents wear.

ANSWER: A

115. Which aspect of a message focuses on new information or ideas?

- A. Channel.
- B. Relationship.
- C. Content.
- D. Context.

ANSWER: C

116. Which one of the following is not a typical CRM application?

- A. Proposal preparation systems.
- B. Lead management systems.
- C. Call management.
- D. Customer records.

ANSWER: A

117. Which of the following is not a characteristic of the business-to-business arena?

- A. Large markets.
- B. Wide geographic spread.
- C. Low average spend per customer.
- D. Complex buyer behavior.

ANSWER: C

118. The Internet has \_\_\_\_\_.

- A. empowered consumers and businesses alike.
- B. empowered businesses only.
- C. empowered intermediaries only.
- D. empowered consumers only.

ANSWER: A

119. \_\_\_\_\_ involves the area of Customer Service and Support.

- A. Collaborative CRM.
- B. Analytical CRM.

- C. Operational CRM.
- D. None of the Above.

ANSWER: C

120. Customer demands from suppliers are \_\_\_\_\_.

- A. good people to handle them.
- B. good price and discounts .
- C. good environment.
- D. all of the above given options.

ANSWER: D

121. \_\_\_\_\_ is one of the factors for evolution on CRM concept.

- A. Large product life cycle.
- B. Slow product offer.
- C. Increase of demand.
- D. Economic loss.

ANSWER: A

122. Service, Sales and \_\_\_\_\_ are the three S associated with Banking in CRM.

- A. Satisfaction.
- B. Speed.
- C. Survey.
- D. Sales.

ANSWER: B

123. Which of the following processes is MOST critical to the success of the firm?

- A. Resource-allocation.
- B. Manufacturing and distribution.
- C. Payment and billing.
- D. Customer support/handling.

ANSWER: D

124. The skill to stimulate someone to take action refers to which of the following?

- A. Skill to foresee.
- B. Skill to speed up response.
- C. Skill to listen.
- D. Skill to induce.

ANSWER: D

125. Which of the following is the act of designing the company offering and image to occupy a distinctive place in the mind of the target market?

- A. Segmenting.
- B. Positioning.
- C. Targeting.
- D. Imaging.

ANSWER: B

126. Front Office CRM Systems covering real-time aspects of sales related activity is referred to as \_\_\_\_\_.

- A. automated marketing.
- B. crm customer communications.

- C. crm customer services.
- D. sales force automation.

ANSWER: D

127. Which ONE of the following is not the requirement for managing customer?

- A. Need and want of customers.
- B. Measurement of most or least profitability of customer or product.
- C. Measurement of least growth potential of product or customer.
- D. Knowing which customers will be advocates and supporters.

ANSWER: C

128. Which one of the following is NOT a part of sales applications?

- A. Compensation.
- B. Opportunity and Pipeline Management.
- C. Proposal Generation and Management.
- D. Budgeting and forecasting.

ANSWER: B

129. MRP is stand for \_\_\_\_\_.

- A. materials resource pricing.
- B. material resource planning.
- C. material resource placing.
- D. man recourse planning.

ANSWER: B

130. Which of the following is an element of an organizations internal-environment?

- A. Wholesalers.
- B. Retailers.
- C. Employees.
- D. Competitors.

ANSWER: C

131. A \_\_\_\_\_ is an organized collection of comprehensive information about individual customers or prospects.

- A. business database.
- B. customer mailing list.
- C. customer database.
- D. marketing database.

ANSWER: C

132. Operational customer relationship management supports which of the following function?

- A. Front Office
- B. Customer campaigns
- C. Effective interaction
- D. Data mining

ANSWER: C

133. Which of the following is NOT a dimension of service quality?

- A. Empathy.
- B. Assurance.
- C. Reliability.

D. Competence.

ANSWER: B

134. Promoters are those customers who \_\_\_\_\_.

- A. use product occasionally.
- B. use product when required.
- C. recommend a company to others.
- D. use product continuously.

ANSWER: C

135. Which of the following is Not part of marketing mix?

- A. Competitors
- B. Pricing
- C. Promotion
- D. Product

ANSWER: A

136. How can complaints provide the firm with great value?

- A. They provide a chance to prove the company is right.
- B. They can be a source of information for a company.
- C. Resolving those ties up important resources.
- D. They offer an opportunity to shed bad customers.

ANSWER: B

137. Which of the following is not an offer of major B2B marketers online?

- A. Product information.
- B. Customer purchasing.
- C. Customer support services.
- D. Open trading networks.

ANSWER: A

138. \_\_\_\_\_ are discussion groups located on commercial online services.

- A. Forums
- B. Buddy lists
- C. Chat-lines
- D. Newsgroups

ANSWER: A

139. One critical success factor in conducting E-marketing is to create an \_\_\_\_\_ website.

- A. marketing
- B. attractive
- C. corporate
- D. customer

ANSWER: A

140. E-bay is a good example to define \_\_\_\_\_.

- A. B2B
- B. B2C
- C. C2C
- D. G2C

ANSWER: A

141. \_\_\_\_\_ is one of the factors for evolution on CRM concept.

- A. Slow product offer.
- B. Economic loss.
- C. Educated customer.
- D. Decline in customer brand loyalty.

ANSWER: A

142. New products are produced on the bases of \_\_\_\_\_.

- A. customer income
- B. competitor
- C. customer needs
- D. financial position of the firm

ANSWER: A

143. Which one of the following is NOT a benefit to organisation?

- A. Increase in income
- B. Increase in marketing cost
- C. Decrease in maintenance cost
- D. Decrease in inventory handling cost

ANSWER: A

144. Which one of the following is NOT a benefit to customer?

- A. Increase in income
- B. Decrease in delivery cost
- C. Decrease in quality
- D. Decrease in stress

ANSWER: A

145. \_\_\_\_\_ type of communication is need in between all functional group.

- A. Closed
- B. Upward
- C. Downward
- D. Open

ANSWER: A

146. Buyer has more loyalty towards \_\_\_\_\_ person than staff person of the firm.

- A. purchase
- B. sales
- C. distributor
- D. dealer

ANSWER: A

147. \_\_\_\_\_ based marketing is done in banking.

- A. Profit
- B. Income
- C. Age
- D. Need

ANSWER: A

148. Major source of BI is \_\_\_\_\_.

- A. customer
  - B. employee
  - C. income
  - D. business
- ANSWER: A

149. Customized marketing program designed to build long-term relationships with individual customers is known as \_\_\_\_\_.

- A. One to one marketing
- B. Telemarketing
- C. Advertising
- D. Direct marketing

ANSWER: A

150. The largest medium for direct response is \_\_\_\_\_.

- A. telemarketing
- B. broadcast
- C. door-to-door
- D. mailing

ANSWER: A

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