

FINAL TERM EXAMINATION

Spring 2009 MKT610 - Customer Relationship Management Time: 120 min

Marks: 90

Question No: 1 Within the context of a supply chain, _____ is the ability of a logistics system to satisfy users in terms of time, dependability, communication and convenience.

▶ **Customer service**

- ▶ Just-in-time inventory
- ▶ Distribution management
- ▶ Replenishment

Question No: 2 Which of the following is the description of good sales people?

- ▶ On-site support
- ▶ Problem solver
- ▶ Organized
- ▶ **Empathetic**

Question No: 3 Operational customer relationship management supports which one of the following functions?

- ▶ Customer campaigns
- ▶ **Front Office**
- ▶ Data mining
- ▶ Effective interaction

Question No: 4 Which of the following processes is **MOST** critical to the success of the firm?

- ▶ Resource-allocation
- ▶ Manufacturing and distribution
- ▶ Payment and billing
- ▶ **Customer support/handling (because customers tell u what are their demands)**

Question No: 5 Which of the following refers to the “lowest” level of strategy?

- ▶ Financial strategies
- ▶ Marketing strategies
- ▶ **Operational strategies**
- ▶ HR strategies

Question No: 6 The skill to stimulate someone to take action refers to which of the following?

- ▶ Skill to foresee
- ▶ **Skill to speed up response**
- ▶ Skill to listen
- ▶ Skill to induce

Question No: 7 Which of the following is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market?

- ▶ Segmenting
- ▶ **Positioning**
- ▶ Targeting
- ▶ Imaging

Question No: 8 The customer relationship involves tracking the full range of interactions with prospects and customers **EXCEPT:**

- ▶ Customer service and support interaction
- ▶ Sales interaction
- ▶ Marketing interaction
- ▶ **Higher management activities**

Question No: 9 Which of the following process consists of the buying and selling of products or services over electronic systems such as the internet and other computer networks?

- ▶ E-mail Marketing
- ▶ Web Personalization
- ▶ Sales force Automation
- ▶ **E-commerce**

Question No: 10 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: 11 Front Office CRM Systems covering real-time aspects of sales related activity is referred to as:

► **Sales Force Automation**

- CRM Customer Services
- CRM Customer Communications
- Automated Marketing

Question No: 12 Which of the following is **NOT** a characteristic of the Business-to-Business arena?

- Large markets
- Wide geographic spread
- Complex buyer behavior
- **Low volume of transactions**

Question No: 13 The phase in the selling process in which the salesperson gathers as much information about the prospective client before the sales call is called:

- Prospecting
- Targeting
- The approach
- **Pre-approach**

http://wps.pearsoned.co.uk/ema_uk_he_kotler_prinmark_4/27/7112/1820819.cw/content/index.html

Question No: 14 Negotiation is a give and take activity in which both parties try to shape a deal that satisfies both of them; it reflects which one of the following negotiation?

- Standard negotiation
- **Co-operative negotiation**
- Collusive negotiations
- Competitive negotiation

Question No: 15 “Lead tracking, distribution and management” are functional components of which of the following?

- **Marketing application**
- Sales application
- Support application
- Customer service

Question No: 16 Electronic booksellers like amazon.com and barnesandnoble.com are likely to enjoy strong sales in the future because books are a product category that:

- ▶ Can be delivered digitally
- ▶ Are highly standardized
- ▶ Require audio or video demonstration
- ▶ **Do not require pre-purchase trial**

Question No: 17 which of the following is the application of insight to create relevant interaction or communication with consumers, customer's channels suppliers and partners that build value relationships?

- ▶ Combine
- ▶ Correlate
- ▶ Cognize
- ▶ **Connect**

Question No: 18 "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: 19 The ability to communicate effectively:

- ▶ **Can be learned**
- ▶ Depends on the education level of those around you
- ▶ Depends on not using technology to send messages
- ▶ Is a natural talent that cannot be learned

Question No: 20 A good, service, or idea consisting of a bundle of tangible and intangible attributes that can satisfy consumers is called a:

- ▶ Commodity
- ▶ **Product**
- ▶ Durable good
- ▶ Nondurable good

Question No: 21 The target market for cookbooks is predominantly female and over 25 while the readership for comic books is mainly males between the ages of 15 to 20. This is important _____ information for a publisher to know.

- ▶ Psychographic
- ▶ Socioeconomic
- ▶ **Demographic**
- ▶ Geographic

Question No: 22 Customer satisfaction with the purchase of a product is dependent upon what?

- ▶ **The product's performance relative to the buyer's expectations**
- ▶ The product's performance relative to the price
- ▶ The product's performance relative to the service
- ▶ The product's performance relative to the quality

Question No: 23 A loyal customer has which kind of the relationship with the organization?

- ▶ No relationship
- ▶ Indifferent relationship
- ▶ **Emotional relationship**
- ▶ Transactional relationship

Question No: 24 Which of the following tracks all the steps in the sales process?

- ▶ None of the given options
- ▶ SCM
- ▶ **SFA**
- ▶ CRM

Question No: 25 In property development, customer relationship is based on which of the following factors?

- ▶ Attitudes
- ▶ Money
- ▶ **Trust**
- ▶ Convenience

Question No: 26 Which of the following does not drive the growth of direct marketing?

▶ **Technology** doubted

- ▶ Customer perceptions
- ▶ Product
- ▶ Market changes

Question No: 27 which of the following is **NOT** a benefit of direct marketing?

- ▶ Convenience
- ▶ Interactive
- ▶ Customer relationship building

▶ **Assists client prospecting**

http://wps.pearsoned.co.uk/ema_uk_he_kotler_prinmark_4/27/7112/1820808.cw/index.html

Question No: 28 Inquisitive is the characteristic of which of the following category?

- ▶ Hypocritical mood customer
- ▶ Complaining mood customer

▶ **Objection mood customer**

- ▶ Indifference mood customer

Objection Mood Customer: (He raises questions). He is inquisitive, thorough, well informed, careful, analytical, positive, intelligent, finicky, and nervous.

Question No: 29 Which of the following is a person's pattern of living as expressed in his or her psychographics?

- ▶ Social class

▶ **Lifestyle**

- ▶ Culture
- ▶ Personality

Question No: 30 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:

▶ **Customer is king**

- ▶ Buyer-supplier relationship is transactional
- ▶ Supplier is king
- ▶ None of the given options

http://wps.prenhall.com/bp_kotler_mm_12/51801/2024Mcw/1820808.cw/index.html

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Question No: 31 Internal strengths and weaknesses are usually referred to as:

- ▶ Uncontrollable activities within an organization
- ▶ **Controllable activities within an organization**
- ▶ Most important for shareholders and stakeholders
- ▶ Important as external opportunities and threats

Question No: 32 Karen's company just finished meeting with the consultants who delivered a 4-year plan of renovation for a company. Which part of the strategic landscape has been described in this statement?

- ▶ Strategy assessment
- ▶ Strategy implementation
- ▶ **Strategy formulation**
- ▶ Strategy initiation

Question No: 33 When an organization understands the psyche of people at large scale through research and marketing activities towards organization and product is known as:

- ▶ Formulation and implementation of an organization's procedures
- ▶ Good-will through a two way communication process
- ▶ Coordination of communications programs public
- ▶ **Evaluation of public attitudes and opinions**

Question No: 34 After shopping at www.americangirl.com , Mr.A received an e-mail from the online retailer of dolls and doll accessories that told him when the doll would be shipped and when it should arrive at him house. The e-mail is an important element of which one of the seven elements of web design?

- ▶ Content
- ▶ Clarity
- ▶ Customization
- ▶ **Communication** doubted

Question No: 35 identify which is **NOT** the part of Modules of CRM?

- ▶ Advanced technologies
- ▶ Functional components
- ▶ **Financial components**
- ▶ Channels

Question No: 36 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

► Acquire

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Question No: 37 The changing demographics of global consumers has tremendous implications on the nature of opportunities for organizations. In view of this which of the following statements is incorrect.

► Global marketers need to face up to the challenges.

► **This can only be regarded as a major threat to the survival of today's organizations as it will bring significant costs to them.**

► There has been a reduction in birth rates in many developed economies.

► Businesses need to develop and market products and services that cater to the changing needs of the ageing consumers.

<http://www.oup.com/uk/orc/bin/9780199239429/01student/mcqs/ch01/?view=Standard>

Question No: 38 Which of the following is the best example of a people-based service?

► Vending machines

► Airlines

► Appliance repair

► Movie theaters

Question No: 39 Any single product or service can deliver:

- ▶ Same benefits to different customers
- ▶ Same benefits to delighted customers
- ▶ **Different benefits to different customers**
- ▶ Same benefits to loyal customers

Question No: 40 In a recent agreement with South African Fruit Growers Cooperative, UPS contracted to transport its produce to supermarkets in Great Britain. In marketing terminology, the supermarkets are an example of _____, and the people who buy the fruit are examples of _____.

- ▶ Ultimate consumers; organizational buyers
- ▶ Organizational users; individual users
- ▶ **Broad markets; narrow markets**
- ▶ Organizational buyers; ultimate consumers

Question No: 41 it is likely that global competition will become more fiercely intensive because:

- ▶ **Organizations are forming alliances with other market players.**
- ▶ Competitors are becoming more aggressive.
- ▶ Competitors can seemingly access any international market and compete freely.
- ▶ Competitors are increasing in size and have more resources to compete.

<http://www.oup.com/uk/orc/bin/9780199239429/01student/mcqs/ch01/>

Question No: 42 Which one of the following options is **NOT** considered a major area on which customer relationship management focuses?

- ▶ Expansion of customer base
- ▶ Reduction of advertising costs
- ▶ **Gaining new customers but no focus on existing ones**
- ▶ Personal information gathering and processing

Long questions

Question No: 43 (Marks: 3) Briefly explain customer expectation package.

Question No: 44 (Marks: 3) Enlist the characteristics of Complaint Mood Customer?

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 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?

Question No: 48 (Marks: 10) As a customer relationship manager in university, which characteristics will you consider to deliver excellent CRM?

Question No: 49 (Marks: 10) According to CRM content, in how many categories customers are divided according to their moods? Also describe how to handle them properly?

Question No: 43 (Marks: 3) Briefly explain customer expectation package.

Question No: 44 (Marks: 3) Enlist the characteristics of Complaint Mood Customer?

Question No: 45 (Marks: 3) What is the meant by W and H in reference to press release?

Question No: 46 (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?

Question No: 47 (Marks: 5) How would you differentiate the traditional approach of customer relationship management form modern approach?

Question No: 48 (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?

Question No: 49 (Marks: 10) What is the difference between customer relationship and e-customer relationship? How can a company build a strong customer relationship?

Question No: 43 (**Marks: 3**)How CRM does help to grow business?

Question No: 44 (**Marks: 3**)How "moments of truth" contribute to the image of an organization?

Question No: 45 (**Marks: 3**)What is sales cycle and how it is affected by the sale people behaviors?

Question No: 46 (**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?

Question No: 47 (**Marks: 5**)"The lifetime value of individual customers is predictable"
Critically analyze the statement.

Question No: 48 (**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?

Question No: 49 (**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?

FINALTERM EXAMINATION

Spring 2009 MKT610 - Customer Relationship Management

Time: 120 min

Marks: 90

Question No: 1 Which one of the following options drives the utility of product?

- **Consumer**
- Customer and consumer
- Buyer
- Customer

Question No: 2 Customer complaints are helpful for organization because resolution of complaints leads to stronger relationship. Following are the benefits of customer complaints **EXCEPT:**

- Increase customer satisfaction
- **Create nuisance**
- Improve product efficiency
- Improve sales services

Question No: 3 Recognize which of the following is an acronym of TCCP.

- Total customer convenience program
- **Total customer care program**
- Total customer commitment program
- Total customer courtesy program

Question No: 4 Customer services department is responsible of providing services at which time?

- Before purchase and after purchase
- At the time of purchase
- Before purchase
- **After purchase**

Question No: 5 What happened immediately after World War II?

- Values of customer service increased
- Nothing happened
- **Power of supplier increased**
- Power of customer increased

Question No: 6 Which one of the following statements is **TRUE** in context of customer relationship management (CRM)?

- CRM is one of the smallest functions of many business functions
- **CRM is the only principal function of the firm to achieve customer satisfaction**
- A firm can practice marketing without CRM to achieve customer satisfaction
- CRM is included in all the different business functions to achieve customer satisfaction

Question No: 7 Which of the following is included in effective listening?

- **Confirming one understands a message**
- Showing biased behaviors
- Filtering out points of disagreement
- Criticizing on each point of the speaker

Question No: 8 An organization's strengths and weaknesses are determined relative to which of the following?

- **Suppliers**
- Competitors
- Government
- Customers

Question No: 9 Which one of the following tasks is **NOT** concerned with strategy implementation?

- **Situational analysis**
- Managing the process
- Responsibility of specific tasks
- Allocation of sufficient resources

Question No: 10 Companies often fail to analyze brands, competitor s activities and pricing strategies that having impact on their products and customers. This statement reflects which one of the following failures of strategic plans?

- Failure to obtain senior management commitment
- Poor communications
- Failure to coordinate
- **Inability to predict environmental reaction**

Question No: 11 Which one of the following concepts deals with the same product available in different weights?

- Proliferation of labeling
- Proliferation of imaging
- **Proliferation of packaging**
- Proliferation of brand

Question No: 12 The customer left to use the specific product because of late supplies of the product. This defection refers to which one of the following reasons?

- Dissatisfied with the product
- Dissatisfied with the sales person
- Displeasure at the point of purchase
- **Dissatisfied with the elements of marketing mix**

Question No: 13 In property development, customer relationship is based on which of the following factors?

- Attitudes
- Money
- **Trust**
- Convenience

Question No: 14 Which one of the following sets **MOST** accurately describes public relations?

- High cost, low credibility and low control
- High cost, high credibility and high control
- High cost, low credibility and high control
- Low cost, high credibility and low control

Question No: 15 All of the following statements are principles of communication **EXCEPT**:

- Communication is a process
- Communication is verbal or non-verbal
- **Communication is static**
- Communication is a system

Question No: 16 The main public relations activities are:

- Direct marketing
- Publicity and event management
- Print advertising
- **Personal selling** doubted

Question No: 17 Customized marketing program designed to build long-term relationships with individual customers is known as:

- **One to one marketing**
- Telemarketing
- Advertising
- Direct marketing

Question No: 18 Which of the following is a non-personal form of promotion that is delivered through selected media outlets that, under most circumstances, require the marketer to pay for message placement?

- Advertising
- **Word of mouth**
- Direct mail
- Publicity

Question No: 19 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: 20 Customer relationship management is considered as:

- A process
- A product
- Process and product both
- **A tool**

Question No: 21 The largest medium for direct response is:

- Telemarketing
- Broadcast
- Door-to-door
- **Mail**

Question No: 22 Which of the following is **NOT** a benefit of direct marketing?

- Convenience
- Interactive
- Customer relationship building
- **Assists client prospecting**

Question No: 23 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: 24 Which of the following is **NOT** a characteristic of the Business-to-Business arena?

- Large markets
- Wide geographic spread
- Complex buyer behavior
- **Low volume of transactions**

Question No: 25 A customer-centered company is one that focuses upon the customer developments in designing its marketing strategies and on delivering superior value to its target customers. What are the things that customer-centered companies need to do **EXCEPT**:

- Build customer relationships
- Deliver superior value to their target customers
- Provide quality products to customers
- **Only focused on product selling**

Question No: 26 The website www.disneystore.com offer customers speedy checkout. Once you enter your password and click on the checkout button, the screen will ask that you confirm your address and the last four digits of your credit card. The user is not asked for any other input after the first time (although he or she is given an opportunity to modify any information). This example shows which one of the following concepts?

- Spam
- Market aggregation
- **Personalization**
- Guerrilla marketing

Question No: 27 Which of the following statements about online consumers is **TRUE**?

- Online consumers are the subsegment of all internet users who employ this technology to research products and to make purchases.
- All internet users who employ this technology to research products and to make purchases are a subsegment of online consumers.
- As a group, online consumers tend to be poorer than all Internet users who employ this technology to research products and to make purchases.
- Fewer than 20 percent of internet/web users have ever even considered becoming online consumers.

Question No: 28 The final process selection step determines how the CRM product will move through the system? How should the process flow be with the existing organization system is the part of which of the following?

- **Process flow choice**
- Slight technological changes
- Specific component choice
- Major technological changes

Question No: 29 Scott Cut-lip, Allen Center and Glen Broom describe the public relations process in how many steps?

- Five
- Three
- **Four**
- Two

Question No: 30 Electronic business is the use of the Internet, other networks and information technologies to support which of the following?

- **Customer service management**
- Enterprise communication and collaboration
- All of the given options
- Electronic commerce

Question No: 31 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: 32 Improvement in listening skills results in which of the following?

- **Paraphrase**
- Continue to talk
- Avoid eye contact
- Interrupt with questions

Question No: 33 Avoid repetition reflects which one of the following?

- Consideration
- Completeness
- Concreteness
- **Conciseness**

Question No: 34 Customer relationship management affects:

- **All individuals, all organizations and all industries**
- All individuals, some organizations and all industries
- All individuals, all organizations and some industries
- Some individuals, all organizations and all industries

Question No: 35 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: 36 Customer satisfaction with the purchase of a product is dependent upon what?

- **The product's performance relative to the buyer's expectations**
- The product's performance relative to the price
- The product's performance relative to the service
- The product's performance relative to the quality

Question No: 38 All are the characteristics of Rejection mood customer **EXCEPT:**

- Straightforward
- **Callous**
- Analytical
- Decisive

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Question No: 39 Potential saboteurs presents _____ customers.

- Delighted
- Loyal
- **Dissatisfied**
- Satisfied

Question No: 40 When the aim of the promotion, while introducing a new consumer product is to achieve high awareness levels, the firm will most likely make heavy use of which one of the following promotional mix?

- Publicity
- Personal selling
- **Sales promotion**
- Advertising

Question No: 41 The consumer can obtain information from any of several sources **EXCEPT:**

- Public
- **Attitude**
- Commercial
- Personal

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Question No: 42 Which of the following is a person's pattern of living as expressed in his or her psychographics?

- Social class
- **Lifestyle**
- Culture
- Personality

FINAL TERM EXAMINATION MKT610- Customer Relationship Management

(Session - 1)

Marks: 81

Question No: 1 The Holiday Inn states 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**
- Emphasizing tangible cues in promoting the service
- Distributing the service directly through televisio

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 meaning**

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?

- **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

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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

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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 complaint
- 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
- 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

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?

- **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

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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: 1 (Marks: 1) - Please choose one

_____ The product, proposition or benefit that puts a company ahead of its competitors is known as:

- ▶ Market share
- ▶ Marketing mix
- ▶ Product advantage
- ▶ **Competitive advantage**

Question No: 2 (Marks: 1) - Please choose one

_____ Total customer care program performs following functions **EXCEPT**:

- ▶ **Product packaging**
- ▶ Constant communication
- ▶ Satisfaction of customer
- ▶ Product availability

Question No: 3 (Marks: 1) - Please choose one

_____ What happened immediately after World War II?

- ▶ Values of customer service increased
- ▶ Nothing happened
- ▶ **Power of supplier increased**
- ▶ Power of customer increased

Question No: 4 (Marks: 1) - Please choose one

_____ Western dominance was first time challenged by which one of the following countries?

- ▶ China
- ▶ Korea
- ▶ USA
- ▶ **Japan**

Question No: 5 (Marks: 1) - Please choose one

_____ Which of the following is the description of Good Offering?

- ▶ Fast checkout
- ▶ On site support
- ▶ **Competitive prices of products**
- ▶ Availability of products

Question No: 6 (Marks: 1) - Please choose one

Which of the following feature is considered efficient in analytical customer relationship management?

▶ **Customer profile analysis**

- ▶ Sales force automation
- ▶ Customer support
- ▶ Customer service

Question No: 7 (Marks: 1) - Please choose one

Customer relationship management applications dealing with the analysis of customer data to provide information for improving business performance refers to which of the following applications?

- ▶ Supply chain management applications
- ▶ Generic customer relationship management applications
- ▶ Analytical customer relationship management applications
- ▶ Operational customer relationship management applications

Question No: 8 (Marks: 1) - Please choose one

“Automation of the firm’s relationships with its selling partners using customer data and analytical tools to improve coordination and customer sales” is a **BEST** description of which of the following concepts?

- ▶ Customer touchpoint management
- ▶ **Customer relationship management**
- ▶ Business process management
- ▶ Supply chain management

Question No: 9 (Marks: 1) - Please choose one

Sales force automation, customer service and support and enterprise marketing automation are types of which one of the following applications?

- ▶ Supply chain management applications
- ▶ Analytical customer relationship management applications
- ▶ Generic customer relationship management applications
- ▶ **Operational customer relationship management applications**

Question No: 10 (Marks: 1) - Please choose one

Which of the following is the part of a company's customer relationship management (CRM) department that interacts with a customer for their immediate benefit, including components such as the contact center, the help desk, and the call management system?

▶ **Customer Service and Support (CSS)**

- ▶ Enterprise Marketing Automation (EMA)
- ▶ Business Automation (BA)
- ▶ Sales Force Automation (SFA)

Question No: 11 (Marks: 1) - Please choose one

_____ The ability to interface with users via many different devices (phone, WAP, internet, etc) is called:

▶ **Multiple communication channels**

- ▶ Database
- ▶ Scalability
- ▶ Workflow

Question No: 12 (Marks: 1) - Please choose one

_____ Services are typically produced and consumed simultaneously. This is an example of which of the following characteristic of services?

- ▶ Perishability
- ▶ Inseparability
- ▶ Variability
- ▶ Intangibility

Question No: 13 (Marks: 1) - Please choose one

_____ 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**
- ▶ Emphasizing tangible cues in promoting the service
- ▶ Distributing the service directly through television

Question No: 14 (Marks: 1) - Please choose one

_____ Looking for commonalities while listening:

- ▶ Is a good idea
- ▶ Is unethical
- ▶ Is biased
- ▶ Is intrusive

Question No: 15 (Marks: 1) - Please choose one

_____ The corporate level is that where top management directs which of the following?

- ▶ All employees for orientation
- ▶ Its efforts to stabilize recruitment needs
- ▶ Overall strategy for the entire organization
- ▶ Overall sales projections

Question No: 16 (Marks: 1) - Please choose one

Strategic

management is performed by which one of the following management?

▶ **Top management**

- ▶ Middle management
- ▶ Lower level management
- ▶ First line management

Question No: 17 (Marks: 1) - Please choose one

Which one of the

following refers to the highest level of managerial activity?

▶ **Strategic management**

- ▶ Financial management
- ▶ Marketing management
- ▶ Operation management

Question No: 18 (Marks: 1) - Please choose one

Strategic

management involves a complex pattern of:

▶ **Actions and reactions**

- ▶ Dynamic and interactive
- ▶ Planned and emergent
- ▶ Planned and unplanned

Question No: 19 (Marks: 1) - Please choose one

Which one of the

following options refers to the difference between strategy and tactics?

- ▶ Strategy is formal, tactics are informal
- ▶ Strategy reflects medium term objectives: tactics reflect long term objectives
- ▶ Strategy is about major issues: tactics is about minor issues
- ▶ Strategy is about overall direction: tactics is about ways of getting there

Question No: 20 (Marks: 1) - Please choose one

Which one of the

following drives the marketing strategies of an organization?

- ▶ Internal resources of an organization
- ▶ The corporate strategy of the organization
- ▶ The vision of the Marketing Director
- ▶ The vision of the CEO

Question No: 21 (Marks: 1) - Please choose one

Which one of the following approaches deals with issues like competitive rivalry, resource allocation and economies of scale?

- ▶ Economical approach
- ▶ Socio-political approach
- ▶ Industrial organization approach
- ▶ Sociological approach

Question No: 22 (Marks: 1) - Please choose one

Which of the following refers to the “lowest” level of strategy?

- ▶ Financial strategies
- ▶ Marketing strategies
- ▶ **Operational strategies**
- ▶ HR strategies

Question No: 23 (Marks: 1) - Please choose one

Which of the following is a special human trait that we need to sharpen and use very often in CRM?

- ▶ Neither forecast nor foresee
- ▶ Foresee
- ▶ Forecast
- ▶ **Forecast and foresee**

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Question No: 24 (Marks: 1) - Please choose one

Which of the following is the totality of features that affect how a product looks and functions in terms of customer requirements?

- ▶ Product quality
- ▶ **Design**
- ▶ Durability
- ▶ Style

Question No: 25 (Marks: 1) - Please choose one

The loyalists who maintain undivided loyalty with regard to their brand choice are known as:

- ▶ Soft-core loyalists
- ▶ The same watchers
- ▶ **Hardcore loyalists**
- ▶ Innovators

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Question No: 26 (Marks: 1) - Please choose one

_____ All of the following help to prevent customers' defection **EXCEPT**:

- ▶ Customers specific approach
- ▶ Attempt to track losses
- ▶ **Incomplete knowledge of customers**
- ▶ Customer win-back program

Question No: 27 (Marks: 1) - Please choose one

_____ Measurement of the number of customers who stop using or purchasing products or services from a company; it is used as an indicator of the growth or decline of a firm's customer base **BEST** describes:

- ▶ **Knowledge about customer lifestyle**
- ▶ Building customer care team
- ▶ Attempt to track losses
- ▶ Customers specific approach

Question No: 28 (Marks: 1) - Please choose one

_____ The people who use goods and services are called:

- ▶ Ultimate buyers
- ▶ Primary buyers
- ▶ **Potential buyers**
- ▶ Ultimate consumers

Question No: 29 (Marks: 1) - Please choose one

_____ Customer relationship management program is actually:

- ▶ Market oriented
- ▶ Product oriented
- ▶ **Customer oriented**
- ▶ Competition oriented

Question No: 30 (Marks: 1) - Please choose one

_____ The main focus of customer relationship management is on:

- ▶ Acquisition of new customers
- ▶ Providing information to customers
- ▶ Retaining & acquiring customer
- ▶ Retaining good customers

Question No: 31 (Marks: 5)

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

Question No: 32 (Marks: 10)

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

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