

Question	Answer1	Answer2	Answer3	Answer4	Correct Answ	Topic
_____ Customers makes impulsive decisions.	Savvy Maximiser	Undaunted Striver	Secured traditionalist	Content Streamer	Answer 1	UNIT 1
CRM works on increasing customer _____.	Customers	Disloyalty	Loyalty	Treason	Answer 3	UNIT 1
_____ refers to any marketing activity that "Interrupts" a viewer's attention.	Interruption Marketing	Permission Marketing	Transactional Marketing	Relationship Marketing	Answer 1	UNIT 1
CRM is the process of acquiring retaining and growing profitable _____.	Customer	Vendor	Debtors	Owner	Answer 1	UNIT 1
B2B means _____.	Bus to Bus	Business to by	By to By	Business to Business	Answer 4	UNIT 1
Cross selling means _____.	Sale more product to new customer	Sale more product to existing customer	Sale product to different market segment	Sale product to new customer	Answer 2	UNIT 1
B2C omes under _____.	Vertical market place	Horizontal Market Place	Cross Market Place	Up Market Place	Answer 2	UNIT 1
The e.g of "Insurance" comes under _____.	B2B	B2C	B2A	B2D	Answer 2	UNIT 1
CRM program invovles certain basic business process.	Marketing	Selling	Buying	Customer service	Answer 4	UNIT 1
CRM is the process of _____.	Acquiring and retaining customers	Acquiring customers	Retaining customers	Acquiring and retaining Valuable customers	Answer 4	UNIT 1
There are _____ types of CRM.	5	6	7	8	Answer 3	UNIT 1
"Flipkart.com" comes under _____.	C2B	C2C	B2B	B2C	Answer 4	UNIT 2
"C2B means _____.	Customer to customer	Customer to Business	Business to Customer	Company to Business	Answer 2	UNIT 2
Under _____ where the consumers specify their requirements and the business tries to meet them.	C2B	C2C	B2B	B2C	Answer 1	UNIT 2
choice of _____ depends on the size and nature of business.	Location	Customer	Technology	Process	Answer 3	UNIT 2
_____ plays a significant role to generate revenue, control costs and mitigate risks.	Data Profiling	Data Control	Data Management	Data Integration	Answer 3	UNIT 2
_____ is generated from data warehouse.Business views are calculations or summaries compared over period of time.	Transactional Data	Reference Data	Business view Data	Data Integration	Answer 3	UNIT 2
_____ is the data without which you cannot do any transactions and is mandatory for every organization.	Transactional Data	Reference Data	Business view Data	Data Integration	Answer 2	UNIT 2
_____ refers to the data that is created and updated within the operational systems.	Transactional Data	Reference Data	Business view Data	Data Integration	Answer 1	UNIT 2
_____ resulting in a single source of " truth" and making it easier for end users to access information.	Data Profiling	Data Control	Data Management	Data Integration	Answer 4	UNIT 2
_____ is an automated telephony system that interacts with callers, gathers information and routes calls to the appropriates recipient.	CTI	Mobile CRM	IVR	Service Automation	Answer 3	UNIT 2

The Wallet Allocation Rule helps the marketing department to understand _____.	what brand of wallet used by the customers	how much money normally a customer puts in his wallet	what is the income of an average customer	how much of his expenses a customer is willing to spend for a particular product	Answer4	Unit3
The most common method of collecting customers' feedback is through _____.	requesting them to fill up feedback forms	observing their behaviour in a mall	inviting them to come to the company's office for an interview	observing their behaviour at home	Answer1	Unit3
More and better _____ can bring economic benefits to a company without affecting their profits.	price discounts	free offers	customer knowledge	advertising	Answer3	Unit3
Which one of the following is not a part of the 5S approach to Contact Management ?	Sales	Strategy	Systems	Statistics	Answer1	Unit3
Accurate customer _____ helps a company to target specific customers.	income	expenses	behaviour	information	Answer4	Unit3
Customer data is difficult for a retailer to manage because of _____.	his lack of interest	the large number of customers	the small number of customers	its low benefit	Answer2	Unit3
_____ is the most important initiative required from a company in today's highly competitive market.	innovation	working for higher sales	working for more profit	working for more employee satisfaction	Answer1	Unit3
A long-term relationship between the company and customers leads to _____.	more problems for the customers	higher sales and more profits	higher sales and lesser profits	more problems for the company	Answer2	Unit3
Which of the following is not part of the information collected for a customer database ?	past purchases	income	property details	birthdays	Answer3	Unit3
For which of the following is the customer data not used ?	customer acquisition	customer retention	complaining to the government	increasing the share of the wallet	Answer3	Unit3
Continuous upgradation of the knowledge about the customer helps a company in _____.	increasing its losses	increasing the wastage of materials	decreasing the sales volume	increasing its market share	Answer4	Unit3
Organizations should adopt between themselves and the customers the strategy of _____.	Lose - lose	win-win	lose-win	win-lose	Answer2	Unit3
A company interested in growth should _____.	focus both on revenue and retention of customers as well as cost-cutting	focus fully on retention of customers	focus on revenue and retention more than cost-cutting	focus only on cost-cutting and not retention of customers	Answer3	Unit3
Staff handling CRM should be empowered with _____.	information and training	lower workload and rest	incentives	higher salary and perks	Answer1	Unit3

Information about customer profiles should be integrated with _____.	staff performance	product design	advertising campaigns	customer's transaction history	Answer4	Unit3
Customer data from all sources must be integrated with _____ inside the enterprise.	all departments	production department	marketing department	manager's office	Answer1	Unit3
Loyalty programmes are designed to maximise _____ by offering an incentive	every salesman's efforts	each product's utility	each manager's output	every customer contact	Answer4	Unit4
Which of the following is not a level in the Pyramid of Loyalty concerning a customer ?	enemy	partner	advocate	prospect	Answer1	Unit4
A customer becomes a _____ when he or she purchases the product or service more than once.	prospect	advocate	partner	client	Answer4	Unit4
B2B commerce refers to the transactions between _____.	two branch offices of a company	two high value individuals	two business enterprises	an individual and a business enterprise	Answer3	Unit4
E-commerce stands for _____.	Electronic commerce	Exceptional commerce	Entertainment related commerce	Electronic commerce	Answer4	Unit4
B2C stands for _____.	Business to Creditors	Business to Company	Business to Customers	Business to Consumers	Answer4	Unit4
Which of the following is not a type of B2B models ?	Buyer-Orientated Marketplace	Consumer-Oriented Marketplace	Intermediary-Oriented Marketplace	Supplier-Oriented Marketplace	Answer3	Unit4
Market places opened on-line by big buyers is called _____	Consumer-Oriented Marketplace	Supplier-Oriented Marketplace	Buyer-Orientated Marketplace	Business to Customers	Answer3	Unit4
Which of the following facility is not available in the E-commerce market place ?	guidelines for transaction	availability check	product catalogue	physical inspection of product	Answer4	Unit4
In the intermediary-oriented market place, the participants	can physically inspect the products	can not be physically present	should be physically present	can be physically present if they desire.	Answer2	Unit4
Which one of the following is not a part of the generally recognized intermediaries in marketing?	agents	retailers	distributors	consumers	Answer4	Unit4
Which one of the following is not a part of the process of implementing CRM in banks?	Collecting customer data	analyzing the customer data	not identifying target customers	developing and implementing suitable CRM programs	Answer3	Unit4
Which of the following statements is not true with respect to a data base ?	It is a set of structured data	It is a set of organized data	It is valuable depending on the purpose for which it is used	It is valuable even if it is not put to any use	Answer4	Unit4