**Question 1**(1 point)

uestion 1 Unsaved

Which of the following is a component ERP vendors offer to differentiate themselves in the marketplace?

Question 1 options:

|  |  |
| --- | --- |
|  | Accounting |
|  | CRM |
|  | Sales |
|  | Human resources |

Save

**Question 2**(1 point)

uestion 2 Unsaved

What allows separate systems to communicate directly with each other, eliminating the need for manual entry into multiple systems?

Question 2 options:

|  |  |
| --- | --- |
|  | Integration |
|  | Intelligence |
|  | Data interchange |
|  | Demand plan |

Save

**Question 3**(1 point)

uestion 3 Unsaved

Which industries will want to keep using CRM as a major strategic focus in the future?

Question 3 options:

|  |  |
| --- | --- |
|  | Industries whose products are unique |
|  | Industries whose products are difficult to differentiate |
|  | Industries whose products are exclusive |
|  | Industries whose products are distinctive |

**Question 4**(1 point)

uestion 4 Unsaved

Outsourcing is a common approach using the professional expertise within an organization to develop and maintain the organization's information technology systems.

Question 4 options:

|  |  |
| --- | --- |
|  | True |
|  | False |

Save

**Question 5**(1 point)

uestion 5 Unsaved

What is an organization performing when it asks questions such as, "Which customers are at risk of leaving"?

Question 5 options:

|  |  |
| --- | --- |
|  | CRM reporting technologies |
|  | CRM analyzing technologies |
|  | CRM processing technologies |
|  | CRM predicting technologies |

Save

**Question 6**(1 point)

uestion 6 Unsaved

Which of the following represents sales force automation?

Question 6 options:

|  |  |
| --- | --- |
|  | Helping an organization identify its customers across applications |
|  | Selling additional products or services to a customer |
|  | A system that automatically tracks all of the steps in the sales process |
|  | Selling larger products or services to a customer |

**Question 7**(1 point)

uestion 7 Unsaved

What is an organization performing when it asks questions such as, "Why was customer revenue so high"?

Question 7 options:

|  |  |
| --- | --- |
|  | CRM reporting technologies |
|  | CRM analyzing technologies |
|  | CRM processing technologies |
|  | CRM predicting technologies |

Save

**Question 8**(1 point)

uestion 8 Unsaved

Which of the following includes a common reason that change occurs?

Question 8 options:

|  |  |
| --- | --- |
|  | A misunderstanding of the initial scope |
|  | Shifts in planned technology that force unexpected and significant changes to the business |
|  | An omission in defining initial scope |
|  | All of these |

Save

**Question 9**(1 point)

uestion 9 Unsaved

Which of the following is the primary reason companies outsource?

Question 9 options:

|  |  |
| --- | --- |
|  | Tap outside sources of expertise. |
|  | Concentrate resources on core business. |
|  | Reduce headcount and related expenses. |
|  | Better manage the costs of internal processes. |

**Question 10**(1 point)

uestion 10 Unsaved

What occurs when a website can know enough about a person's likes and dislikes that it can fashion offers that are more likely to appeal to that person?

Question 10 options:

|  |  |
| --- | --- |
|  | Operational CRM |
|  | Analytical CRM |
|  | Website personalization |
|  | All of these |

Save

**Question 11**(1 point)

uestion 11 Unsaved

What is a current or existing system that will become the base for upgrading or integrating with a new system?

Question 11 options:

|  |  |
| --- | --- |
|  | Legitimate system |
|  | Legacy system |
|  | List generator system |
|  | All of these |

Save

**Question 12**(1 point)

uestion 12 Unsaved

Which of the following represents the phases in the SDLC?

Question 12 options:

|  |  |
| --- | --- |
|  | Plan, analysis, design, test, maintain, develop, implement |
|  | Analysis, plan, design, test, develop, maintain, implement |
|  | Plan, analysis, design, develop, test, implement, maintain |
|  | Analysis, plan, develop, design, test, implement, maintain |

**Question 13**(1 point)

uestion 13 Unsaved

In a Gantt chart, tasks are listed \_\_\_\_\_\_\_\_\_\_, and the project's time frame is listed \_\_\_\_\_\_\_\_\_\_\_\_.

Question 13 options:

|  |  |
| --- | --- |
|  | Vertically; horizontally |
|  | Horizontally; vertically |
|  | Vertically; vertically |
|  | Horizontally; horizontally |

Save

**Question 14**(1 point)

uestion 14 Unsaved

Which of the following operational CRM technologies does the marketing department typically use?

Question 14 options:

|  |  |
| --- | --- |
|  | Contact center, web-based self-service, call scripting |
|  | Contact center, cross-selling and up-selling, web-based self-service |
|  | List generator, opportunity management, cross-selling and up-selling |
|  | List generator, campaign management, cross-selling and up-selling |

Save

**Question 15**(1 point)

uestion 15 Unsaved

What helps an organization identify its customers across applications?

Question 15 options:

|  |  |
| --- | --- |
|  | CRM reporting technologies |
|  | CRM analyzing technologies |
|  | CRM processing technologies |
|  | CRM predicting technologies |

**Question 16**(1 point)

uestion 16 Unsaved

Human resources is the most common outsourced function.

Question 16 options:

|  |  |
| --- | --- |
|  | True |
|  | False |

Save

**Question 17**(1 point)

uestion 17 Unsaved

What is the primary difference between contact management and opportunity management?

Question 17 options:

|  |  |
| --- | --- |
|  | Contact management deals with new customers; opportunity management deals with existing customers |
|  | Contact management deals with existing customers; opportunity management deals with existing customers |
|  | Contact management deals with new customers; opportunity management deals with new customers |
|  | Contact management deals with existing customers; opportunity management deals with new customers |

Save

**Question 18**(1 point)

uestion 18 Unsaved

How many days is a typical sprint in the Scrum methodology?

Question 18 options:

|  |  |
| --- | --- |
|  | 2 days |
|  | 10 days |
|  | 30 days |
|  | 90 days |

**Question 19**(1 point)

uestion 19 Unsaved

Which gate in the RUP methodology includes building and developing the project?

Question 19 options:

|  |  |
| --- | --- |
|  | Inception |
|  | Elaboration |
|  | Construction |
|  | Transition |

Save

**Question 20**(1 point)

uestion 20 Unsaved

What takes information entered into a given system and sends it automatically to all downstream systems and processes?

Question 20 options:

|  |  |
| --- | --- |
|  | Forward integration |
|  | Forward data interchange |
|  | Backward integration |
|  | Backward data interchange |

Save

**Question 21**(1 point)

uestion 21 Unsaved

Which of the following describes how customer service representatives answer customer inquiries and respond to problems through a number of different customer touchpoints?

Question 21 options:

|  |  |
| --- | --- |
|  | Contact center |
|  | Web-based self-service |
|  | Call scripting |
|  | Website personalization |

**Question 1**(1 point)

uestion 1 Unsaved

Which of the following is an organizational result from an effective and efficient supply chain management system?

Question 1 options:

|  |  |
| --- | --- |
|  | Decrease the power of its buyers |
|  | Create entry barriers thereby reducing the threat of new entrants |
|  | Increase efficiencies while seeking a competitive advantage through cost leadership |
|  | All of these |

Save

**Question 2**(1 point)

uestion 2 Unsaved

An organization must identify what it wants to do and how it is going to do it. What does the "how" part of this question focus on?

Question 2 options:

|  |  |
| --- | --- |
|  | Justification of the project |
|  | Definition of the project |
|  | Analysis of project risks |
|  | Expected results of the project |

Save

**Question 3**(1 point)

uestion 3 Unsaved

Which of the following is a common customer service CRM metric?

Question 3 options:

|  |  |
| --- | --- |
|  | Number of new prospective customers |
|  | Number of marketing campaigns |
|  | Average time to resolution |
|  | Revenue generated by marketing campaigns |

**Question 4**(1 point)

uestion 4 Unsaved

Project milestones are any measurable, tangible, or verifiable outcome, result, or item that is produced to complete a project or part of a project.

Question 4 options:

|  |  |
| --- | --- |
|  | True |
|  | False |

Save

**Question 5**(1 point)

uestion 5 Unsaved

What is the critical path?

Question 5 options:

|  |  |
| --- | --- |
|  | The path from resource to task that passes through all critical components of a project plan |
|  | The path between tasks to the project's finish that passes through all critical components of a project plan |
|  | The path from start to finish that passes through all the tasks that are critical to completing the project in the shortest amount of time |
|  | The path from start to finish that passes through all the tasks that are critical to completing the project in the longest amount of time |

Save

**Question 6**(1 point)

uestion 6 Unsaved

Which of the following is not a valid way that a CRM system can collect information?

Question 6 options:

|  |  |
| --- | --- |
|  | Accounting system |
|  | Order fulfillment system |
|  | Inventory system |
|  | Customer's personal computer |

**Question 7**(1 point)

uestion 7 Unsaved

Which of the following is not an example of a primary enterprise system?

Question 7 options:

|  |  |
| --- | --- |
|  | Supply chain management |
|  | Customer relationship management |
|  | Enterprise revenue planning |
|  | Enterprise resource planning |

Save

**Question 8**(1 point)

uestion 8 Unsaved

Who are the primary users of SCM systems?

Question 8 options:

|  |  |
| --- | --- |
|  | Sales, marketing, and customer service |
|  | Accounting, finance, logistics, and production |
|  | Customers, resellers, partners, suppliers, and distributors |
|  | All of these |

Save

**Question 9**(1 point)

uestion 9 Unsaved

Which of the following is a fundamental of the RAD methodology?

Question 9 options:

|  |  |
| --- | --- |
|  | Focus initially on creating a prototype that looks and acts like the desired system. |
|  | Actively involve system users in the analysis, design, and development phases. |
|  | Accelerate collecting the business requirements through an interactive and iterative construction approach. |
|  | All of these. |

**Question 10**(1 point)

uestion 10 Unsaved

What is an arrangement by which one organization provides a service or services for another organization that chooses not to perform them in-house?

Question 10 options:

|  |  |
| --- | --- |
|  | In-sourcing |
|  | Outsourcing |
|  | Business process outsourcing |
|  | Offshore outsourcing |

Save

**Question 11**(1 point)

uestion 11 Unsaved

Which application's primary business benefits include forecasting, planning, purchasing, material management, warehousing, inventory, and distribution?

Question 11 options:

|  |  |
| --- | --- |
|  | CRM |
|  | SCM |
|  | ERP |
|  | All of these |

Save

**Question 12**(1 point)

uestion 12 Unsaved

What takes a new approach to middleware by packaging commonly used applications together, reducing the time needed to integrate applications from multiple vendors?

Question 12 options:

|  |  |
| --- | --- |
|  | Enterprise systems |
|  | Enterprise application integration |
|  | Middleware |
|  | Enterprise application integration middleware |

**Question 13**(1 point)

uestion 13 Unsaved

Which of the following is not a technique for choosing strategic projects?

Question 13 options:

|  |  |
| --- | --- |
|  | Categorize projects |
|  | Perform a financial analysis |
|  | Focus on organizational goals |
|  | Develop a project plan |

Save

**Question 14**(1 point)

uestion 14 Unsaved

What is an internal department that oversees all organizational projects?

Question 14 options:

|  |  |
| --- | --- |
|  | Project deliverables |
|  | Project scope |
|  | Project management office |
|  | Project milestones |

Save

**Question 15**(1 point)

uestion 15 Unsaved

Where would you find the manufacturer and distributor in a typical supply chain?

Question 15 options:

|  |  |
| --- | --- |
|  | Upstream |
|  | Downstream |
|  | In the middle |
|  | Not on the supply chain |

**Question 16**(1 point)

uestion 16 Unsaved

In-sourcing is an arrangement by which one organization provides a service or services for another organization that chooses not to perform them in-house.

Question 16 options:

|  |  |
| --- | --- |
|  | True |
|  | False |

Save

**Question 17**(1 point)

uestion 17 Unsaved

What is the success rate for a project using the waterfall methodology?

Question 17 options:

|  |  |
| --- | --- |
|  | 1 in 10 |
|  | 2 in 10 |
|  | 4 in 10 |
|  | 8 in 10 |

Save

**Question 18**(1 point)

uestion 18 Unsaved

What is an activity-based process in which each phase in the SDLC is performed sequentially from planning through implementation and maintenance?

Question 18 options:

|  |  |
| --- | --- |
|  | RAD methodology |
|  | Agile methodology |
|  | Waterfall methodology |
|  | Extreme programming |

**Question 19**(1 point)

uestion 19 Unsaved

Which of the following is not considered a feature in a contact center?

Question 19 options:

|  |  |
| --- | --- |
|  | Automatic call distribution |
|  | Interactive voice response |
|  | Predictive dialing |
|  | Automatic predictive dialing |

Save

**Question 20**(1 point)

uestion 20 Unsaved

Which of the following is an extended ERP component?

Question 20 options:

|  |  |
| --- | --- |
|  | Business intelligence |
|  | Ebusiness |
|  | Customer relationship management |
|  | All of these |

Save

**Question 21**(1 point)

uestion 21 Unsaved

What is a set of policies, procedures, standards, processes, practices, tools, techniques, and tasks that people apply to technical and management challenges?

Question 21 options:

|  |  |
| --- | --- |
|  | SDLC |
|  | Methodology |
|  | Waterfall |
|  | Agile |