

**Q74.** Which of the following is an appropriate description concerning CRM (Customer Relationship Management)?

- a) It is a management technique that vastly improves efficiency throughout the entire supply chain by exchanging all information such as production, inventory, purchasing, sales, and distribution in real time.
- b) It is a method for wholesalers and manufacturers to expand their transactions by supporting the business activities of retailers with the aim of increasing retailers' sales and profits.
- c) It is a technique for effectively and comprehensively planning and managing business resources throughout an entire company to raise management efficiency.
- d) It is an approach for increasing customer satisfaction and ultimately revenues by sharing information and raising the service levels, not only in the sales division but in all customer related channels within a company.