UNIT- 03

Sr.No.	Questions & Answer
1	Customer Relationship Management is concerned with
a	Improve quality of product
b	Managing detailed information about individual customers and all customer 'touch points' to maximize customer loyalty.
c	Reducing price of product
d	Increase price of product
Ans.	b
2	CRM technology can help in
a	Designing direct marketing efforts
b	Developing new pricing models
c	Processing transactions faster
d	All of above
Ans.	d
3	A consumer buying is influenced by
a	Cultural and social factors
b	Personal factors
c	Both a and b
d	None of above
Ans.	c
4	Customer relationship management is about
a	Acquiring the right customer
b	Instituting the best processes
c	Motivating employees
d	All of the above
Ans.	d
5	A_____ is an organized collection of detailed information about individual customers or prospects that is accessible, actionable and current for marketing purposes such as lead generation and others.
a	Customer database
b	Customer mailing list
c	Business database
d	None of above
Ans.	a
6	_____ uses sophisticated mathematical and statistical techniques
a	Data mining
b	Data survey
c	CRM
d	None of above
Ans.	a

7	_____ is any occasion on which the brand or product is used by end customers.
a	Retailers touch point
b	Customer touch point
c	Company touch point
d	None of above
Ans.	b
8	Process of manage information about customers to maximise loyalty is said to be
a	Company relationship management
b	Supplier management
c	Customer relationship management
d	Retailers management
Ans.	c
9	Customers lifetime purchases that generates net present value of future profits streams is called
a	Customer lifetime value
b	Customer purchase value
c	Customer cost incurred
d	Customer relationship
Ans.	a
10	CRM technology can help in
a	Designing direct marketing efforts
b	Developing new pricing models
c	Processing transactions faster
d	All of the above
Ans.	d
11	Which is not feature of CRM?
a	Customer Retention
b	Customer Loyalty
c	Customer Satisfaction
d	Advertisement
Ans.	d
12	Importance of CRM
a	Better service to customers
b	Customization of market offerings
c	Increase and improvement in long-term relationships
d	All of above
Ans.	d

13	Customer data warehouse includes
a	Customer Transactions
b	Product
c	Price
d	Goods warehouse
Ans.	a
14	Customer transaction means
a	History of contacts while visiting stores
b	Customer preference colours, brands, style
c	Complete history of merchandise purchases by the customers.
d	None of above
Ans.	c
15	Customer Interactions means
a	History of contacts while visiting stores or webiste
b	Customer preference colours, brands, style
c	Complete history of merchandise purchases by the customers.
d	None of above
Ans.	a
16	Customer preferences means
a	History of contacts while visiting stores or webiste
b	colours, brands, style
c	Complete history of merchandise purchases by the customers.
d	None of above
Ans.	b
17	Data mining means
a	Internet data
b	Mobile data
c	Detailed information of internet
d	Detailed analysis of the information available through data bases of customers
Ans.	d
18	What is Market basket analysis
a	It is used to determine which products will sell together
b	Market analysis
c	Types of basket in market
d	None of above
Ans.	a

19	Pareto's 80:20 Rule means
a	20% discount given to 80% of customers
b	80% of our customers contributing towards 20% of the sales
c	20% of our customers contributing towards 80% of the sales
d	None of above
Ans.	c
20	RFM stands for
a	Ready For Market
b	Recency Frequency Monetary value
c	Reck Food Market
d	None of above
Ans.	b
21	Recency means in RFM analysis
a	When was the last purchase made by customer
b	How many purchases have been made by the customer during a definite period of time
c	What is the monetary value of the orders during that definite period of time
d	Ready to Sell product
Ans.	a
22	Frequency means in RFM Analysis
a	When was the last purchase made by customer
b	How many purchases have been made by the customer during a definite period of time
c	What is the monetary value of the orders during that definite period of time
d	Ready to Sell product
Ans.	b
23	Monetary value means in RFM Analysis
a	When was the last purchase made by customer
b	How many purchases have been made by the customer during a definite period of time
c	What is the monetary value of the orders during that definite period of time
d	Ready to Sell product
Ans.	c

24	Transactional benefits consist of
a	Specialised & prompt services are offered to customers
b	Hard benefits mainly points collection, redemption system, discount schemes and other value-added offers
c	Soft benefits; these are intangible but make customers feel that they are proud customers of the mall store
d	Customer Complaint Handling
Ans.	b
25	Non-Transactional benefits consist of
a	Specialised & prompt services are offered to customers
b	Hard benefits mainly points collection, redemption system, discount schemes and other value-added offers
c	Soft benefits; these are intangible but make customers feel that they are proud customers of the mall store
d	Customer Complaint Handling
Ans.	c
26	Customised service means
a	Specialised & prompt services are offered to customers
b	Hard benefits mainly points collection, redemption system, discount schemes and other value-added offers
c	Soft benefits; these are intangible but make customers feel that they are proud customers of the mall store
d	Customer Complaint Handling
Ans.	a
27	Customer acquisition means
a	To acquire customers
b	Locate new customers
c	Qualify new customers
d	All of above
Ans.	d
28	Which is not source of customer acquisition
a	The suspects
b	The lapsed customers
c	Retaining customer
d	The competitor's customer
Ans.	c

29	Customer satisfaction means
a	Keeping existing customers
b	The summary of the opinion of the customer about the seller
c	To make loyal towards product
d	None of above
Ans.	b
30	Which is method of Customer Satisfaction
a	Customer Feedback Survey
b	Surprise market visit
c	Customer Complain
d	All of above
Ans.	d
31	Which is method of Customer Satisfaction
a	Keeping existing customers
b	The summary of the opinion of the customer about the seller
c	Customer feedback survey
d	To make loyal towards product
Ans.	c
32	Which is not method of customer satisfaction
a	Customer Feedback Survey
b	Customer Acquisition
c	Customer Complain
d	Surprise market visit
Ans.	b
33	Product satisfaction means
a	The tangible main benefits provided by the product
b	Additional benefits provided by the product
c	Combination of tangible and intangible benefits provided by the product
d	The personality trait of the customer
Ans.	a
34	Peripheral satisfaction means
a	The tangible main benefits provided by the product
b	Additional benefits provided by the product
c	Combination of tangible and intangible benefits provided by the product
d	The personality trait of the customer
Ans.	b

35	Ambience satisfaction means
a	The tangible main benefits provided by the product
b	Additional benefits provided by the product
c	Combination of tangible and intangible benefits provided by the product
d	The personality trait of the customer
Ans.	c
36	Psychic satisfaction means
a	The tangible main benefits provided by the product
b	Additional benefits provided by the product
c	Combination of tangible and intangible benefits provided by the product
d	The personality trait of the customer
Ans.	d
37	Customer Delight means
a	The performance of product falls short of expectations of customer, the customer is dissatisfied
b	The performance of product matches the expectation of customer, the customer is satisfied
c	The performance of product exceeds expectation of customer, the customer is highly satisfied
d	None of above
Ans.	c
38	Which is not the element of customer delight
a	Incorporate elements which the customer values more
b	Promotion of product.
c	Focus on customer experience
d	Going out of the way to fulfil wishes
Ans.	b
39	Customer Service means
a	To support which offer to customers
b	To both before and after customer buy and use products or services
c	To have an easy and enjoyable experience to customer
d	All of above
Ans.	d
40	Customer care means
a	To listen customer
b	To satisfy customer
c	To solve customer problem
d	All of above
Ans.	d