

UNIT- 04

Sr.No.	Questions & Answer
1	Which is not source of handling customer complains
a	Suggestion forms
b	Toll free numbers
c	Advertisement
d	Website and email address
Ans.	c
2	Source of handling customer complains
a	Suggestion forms
b	Website and email address
c	Toll free numbers
d	All of above
Ans.	d
3	Which is not method of customer complain?
a	Customer acquiring
b	Factual (Realistic/Truthful) complaints
c	Management of Behavioural Complaints
d	Management of Habitual Complaints
Ans.	a
4	Factual complain means
a	It is of generic nature of complain
b	Having a past history of same complain
c	It is an entirely new same complain
d	All of above
Ans.	d
5	Behavioural Complaints means
a	They are based on psychological factors
b	They are based on factual factors
c	They based on distractive factors
d	None of above
Ans.	a
6	Customer Retention
a	To satisfy customer
b	To acquire new customer
c	To keep existing customer in business
d	To delight customer
Ans.	c

7	Benefits of customer retention
a	To measure lifetime value
b	Reduce attrition
c	Sell again and again in future
d	All of above
Ans.	d
8	Customer loyalty means
a	choose to use a particular shop or buy one particular product, rather than use other shops
b	Customers show trust when they consistently purchase a certain product from same seller
c	customer loyalty is when a seller receives the ultimate reward of his efforts in interacting with its customer
d	All of above
Ans.	d
9	Which of the following is the BEST example of customer loyalty.
a	Customer goes to the same coffee shop three times a day even though there are other coffee shops nearby.
b	Customer sometimes goes to the hotel for lunch and other days he goes to the other hotel house.
c	Customer goes to the library every day and checks out or buys books because he has a research paper to write.
d	Customer will shop at whichever grocery store is offering the best discount on beef for the week.
Ans.	a
10	A restaurant offers a lunch card where every 10th lunch is free. This is an example of :
a	Customer Loyalty
b	Mixed program
c	Contact agreement
d	Quality of service
Ans.	a
11	Which is not source of Customer loyalty
a	Membership card
b	Redemption points
c	Advertisement
d	Discount to regular customer
Ans.	c
12	Factors affect to customer loyalty
a	Attitude
b	Product and service
c	Technology
d	All of above
Ans.	d

13	Reason for customer breaker
a	Customer dis-satisfaction
b	Tough competition and new options availability
c	Customer expectation
d	All of above
Ans.	d
14	Competition analysis means
a	Process of identifying key competitors
b	Assessing competitor objectives, strategies, strengths and weaknesses, and reaction patterns
c	Selecting which competitors to attack or which competitor to avoid
d	All of above
Ans.	d
15	Which is correct step of competition analysis
a	Designing a Competitive Intelligence System, Identifying Competitors, Assessing Competitors
b	Identifying Competitors, Assessing Competitors, selecting competitors to Attack or Avoid and Designing a Competitive Intelligence System
c	Assessing Competitors, selecting competitors to Attack or Avoid, designing a Competitive Intelligence System and Identifying Competitors, Assessing Competitors
d	Selecting competitors to Attack or Avoid, Assessing Competitors, Identifying Competitors and Designing a Competitive Intelligence System
Ans.	b
16	How to identify competitors?
a	all firms with the same product or class of products
b	all companies making products that supply the same service
c	competitors might include all companies that compete for the same consumer rupees
d	All of above
Ans.	d
17	How to assess the competitors?
a	Determining Competitors' Objectives
b	Identifying Competitors' Strategies
c	Assessing Competitors' Strengths and Weaknesses
d	All of above
Ans.	d

18	Which is Competitive Marketing Strategy?
a	Market Challenger
b	Market follower
c	Market Leader
d	All of above
Ans.	d
19	What is meant by Market Leader?
a	The firm in an industry with the largest market share.
b	The firm in an industry that is fighting hard to increase its market share in an industry
c	The firm in an industry that wants to hold its share in an industry
d	A firm that serves small segments that the other firms in an industry overlook or ignore
Ans.	a
20	What is meant by Market Challenger?
a	The firm in an industry with the largest market share.
b	The firm in an industry that is fighting hard to increase its market share in an industry
c	The firm in an industry that wants to hold its share in an industry
d	A firm that serves small segments that the other firms in an industry overlook or ignore
Ans.	b
21	What is meant by Market follower?
a	The firm in an industry with the largest market share.
b	The firm in an industry that is fighting hard to increase its market share in an industry
c	The firm in an industry that wants to hold its share in an industry
d	A firm that serves small segments that the other firms in an industry overlook or ignore
Ans.	c
22	What is meant by Market nicher?
a	The firm in an industry with the largest market share.
b	The firm in an industry that is fighting hard to increase its market share in an industry
c	The firm in an industry that wants to hold its share in an industry
d	A firm that serves small segments that the other firms in an industry overlook or ignore
Ans.	d

23	What is niche market?
a	Seller can target sub segments
b	Seller knowing the target customer group
c	Seller earn high profit
d	All off above
Ans.	d

Smt.P.N.D.COLLEGE, COMMERCE DEPT.