

MKT206

CRM primary processes includes.....

Logistics

Price promotion tactics does not include.....

Price increase

The five generic cross-functional CRM processes does not include.....

Customer segmentation

CRM successful implementation steps do not include.....

Product segmentation

The technique adopted by a salesperson that an offer is limited, so as to force the consumer to make a quicker decision, and therefore less time evaluating alternatives is

Scarcity attraction

Customer retention approaches in customer relationship management does not include adding

managerial benefits

The duties of a CRM Manager includes only..... with other departments

*Synergize*8

Once you have identified a CRM system that is suitable for your organization and selected a project manager to oversee the process, the next step is Contract and

licencing of software

The second step towards the implementation of CRM is Program

Initiatives

.....is not an aspect of customer relationship management

Negotiation

Decision roles in consumer behaviour does not include

Producer

The CRM processes at the customer-facing level does not include relationship

8Three

..... focused is not an advantage of a customer-focused business approach

Product

The extent to which an interaction varies from and builds upon the preceding stream of buyer-seller interactions is known as Interaction

Consistency

.....is defined as those that CRM information must be accessible for recognizing and contacting them in the company.

Customers

CRM horizontal processes refer to the cross-functional processes such as Product

Development

The three CRM processes at the customer-facing level do not include relationship.....

Channels

..... process is not a CRM process

Trading

When a loyal customer has repetitive requirement of the same product, such customers may be described as..... loyal

Brand

Price promotion tactics does not include increase

Price

.....is the tool that helps a project manager to keep CRM project on track

Calendar

Customer retention approaches in customer relationship management does not include adding managerial

Benefits

The technique, adopted by a salesperson that an offer is limited, so as to force the consumer to make a quicker decision, and therefore less time evaluating alternatives is

Scarcity attraction

CRM successful implementation steps does not include.....

Product segmentation

CRM delivery processes include..... management

Lead

Whole cluster of benefits when company promises to deliver through its market offering is called _____

Value proposition

This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information. _____ accuracy and the right space

Permission marketing

In an Internet context, this is the practice of tailoring Web pages to individual users' characteristics or preferences. _____

Personalization

This is the processing of data about customers and their relationship with the enterprise in order to improve the enterprise's future _____ policy in place

CRM analytics

This is a systematic approach to the gathering, consolidation, and processing of consumer data that is maintained in a company's databases _____ marketing

Database

This is an arrangement in which a company outsources some of its functions to an application service provider (ASP); _____ CRM

Hosted

This is a central point in an enterprise from which all customer contacts are managed; _____ centre

Contact

_____ modelling; in data mining, this is a technique used to predict future behavior and anticipate the consequences of change.

Predictive

This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information. _____ marketing

Permission

This is a broad category of applications and technologies for gathering,

storing, analysing, and providing access to data to help enterprise users make better business decisions. ____ intelligence

Business

This is a systematic approach to the gathering, consolidation, and processing of consumer data (both for customers and potential customers). ____

Database marketing

CRM is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP). True OR False

False

This is a central point in an enterprise from which all customer contacts are managed ____

Contact centre

This is the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender and ----- status.

Marital

Transactional marketing strategies focused on attracting_____

Customers

Identify and know are action verbs used in stating behavioural objectives. True OR False ____

False

Each interaction with the customer is recorded and stored within the

CRM software

_____ is not included in the decision model that explains consumer purchase decision.

Social stimuli

The role of children as influencers in a wide range of purchase contexts is known as_____

Pester power

The initial successful planning can only lead towards the long term -----

Objectives

The second step towards the implementation of CRM is ____ initiatives attitude

Program

The step that will prepare everyday plans to help the organization in achieving long term goals is called

Departmental plans

Testing of dominant theory is to remove ____

Anomalies

This ----- part is implemented by preparing various modules for the various activities like sales, marketing

Technology

CRM is related to Management. True or False

True

The aim of this course is to expose you to the concept and practices of customer relationship management. What is the meaning of this statement?

All of the options

The units of ENT 206 was divided into
10

Customer is defined as

Paying client

Listening is the same as being quite

True

Customers are mainly referred to the following except one

Vendome

Who provides raw materials and/or services required for manufacture for which they are paid by the company?

Supplier

In making a design policy, the needs of the _____ should be basic.

Audience

The business strategy directed to understand, anticipate and respond to the needs of an enterprise's current and potential customers in order to grow the relationship value.

CRM

Customer relationship management consists of _____ areas

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CRM as a comprehensive strategy and process of acquiring and selective customers to create superior value for the company and the customer.

Parvatiyar and Sheth, 2011

Gibbert, referred to CRM as a business strategy designed to optimize profitability, revenue, and

Customer satisfaction

----- is a method broadly a way of treating or dealing with somethingrelationship

Approach

A well operative CRM system can be an extremely powerful tool for _____ and customer strategies

Management

The major areas of CRM include strategy, employees, technology, and_____

Process

Key workers provide more values for company through increasing profits, active

long-term relationships, powerful leadership for the company by -----

Akroush, 2011

Internal marketing is resulted from interaction between _____ and marketing

Human resource management

The modern concept of customer service has its roots in the Craftsman Economy of the _____

1800s

A shift in this balance began in the 1970s, as international competition increased, and the dominance of western manufacturers was challenged, first by

Japan

We have to assess the global situation today and derive that we are facing a new .

Development

The changes in market demand and competitive strategy forced the company to change from transactional marketing to

Relationship marketing

The objective of transactional approach of marketing is to sell more products and services to maximize and

Sales and profit

Customer knowledge is required to satisfy their customers and reach the ultimate goal of a

Company

Contradiction arising from differences in interests, ideas, ideologies, orientations, beliefs, perceptions or tendencies is

Conflict

Enterprises noticed that they could only be successful if they adopt

Customer-based marketing

Customer relationship management has been accepted as a

Management philosophy

Process of building, organizing and using databases of customers to build customer relationship is classified as

Database marketing

CRM allows an organization to accomplish all of the following, except:

Complicate marketing and sales processes

What is the top CRM business driver?

Automation/productivity/efficiency

Which of the following is not one of the CRM business drivers?

Increase revenues

What is operational CRM?

All of the options

What supports back-office operations and strategic analysis and includes all systems that do not deal directly with the customers?

Analytical CRM

Which is not a classification of conflict?

Conquered and Non Conquered Parties

Analytical CRM tools can slice-and-dice customer information to create made-to-order views of:

All of the options

Building and sustaining long term business with customers is the aim of

Customer relationship management

Customer Relationship Management is about

All of the options

CRM technology can help in

All of the options

_____ uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis.

Data mining

The overriding concern of Karl Marx is that social conflict is an imperative route to

Development

The method used to assess real cost of providing services to an individual customer is

Turnover based accounting

A consumer buying behaviour is influenced by

Both Cultural and social factors and Personal factors

Indian marketers use a term called socioeconomic classification, which is based on the _____ of chief wage earner.

Both Education and Occupation

Socioeconomic system classifies rural households into _____ broad categories.

Philosophizing about science is primarily concerned with

The processes and products of science

The method of teaching in which learners try to find out things for themselves is known as:

Inquiry of teaching

Social class is indicated by _____variables.

Several

Process of manage information about customers to maximize loyalty is said to be

Customer relationship management

Any occasion on which brand or product is encountered by end customers is called

Customer touch point

Record which is based on business customers past purchases, sales price and volumes is classified as
Business database

Third step in customer's value analysis_____assessing attributes importanceBoth Performance monitoring and Competitors performance
Customized products and services for customers and interaction to individual customers are part of

Customer relationship