

Bachelor of Management Studies(BMS)Programme
Third YearSemester Vand VIUnder Choice Based Credit, Grading and Semester System (REV 18-19)

Course : TYBMS

SEM : V

Group A: Marketing Electives

Paper :CUSTOMER RELATIONSHIP MANAGEMENT

SAMPLE QUESTIONS

Sr. No	Question	A	B	C	D	Correct option	Correct option
1	In _____ seller seeks to persuade the customer to buy additional product or service in order to increase sales.	Customer management	Up-selling	Cross-Selling	Direct selling	C	Cross-Selling
2	_____ helps the organisation to increase the profitability at the less operating cost	Customer relationship	Customer lifetime value	CRM	Relationship marketing	C	CRM
3	_____ chain is design in 1990s to show the exact relationship and interconnectivity between satisfaction - loyalty - retention and profits whereby it directly linked to CRM.	customer representative	customer service	customer satisfaction survey	Company's profit chain	D	Company's profit chain
4	_____ Bond deals with mask customisation and customer intimacy.	social Bond	financial bonds	customisation bonds	structural bonds	C	customization bond
5	research shows that companies can increase profitability by _____ percent if they can just written 5% more of their profitable customers per year.	75	25	100	45	C	100
6	_____ type of customer knows just what they	Content	Savvy	Undaunted	Secure	D	Secure traditionalist
7	someone who buys goods or services is known as	Producer	customer	Promoter	Supplier	B	Customer
8	In _____ seller seeks to persuade the customer to purchase additional product or /and more expensive products in order to make a larger total sale.	Customer management	Up-selling	Cross-Selling	Direct selling	B	Up-selling
9	_____ attempts to pull together the best of both personalization and advanced technology.	Data profiling	Data control	Data management	Cyber agent	D	Cyber agent
10	_____ are the most critical asset in a call centre as it is they who really deliver the business performance.	Location	Cutomer	Technology	Process	B	Cutomer
11	In today's competitive business scenario _____ have numerous alternatives for a single product.	Producer	customer	Promoter	Supplier	B	Customer
12	_____ is a tool that helps an organisation to strengthen relationships with its customers	Customer relationship	Customer lifetime value	Customer relationship management	Relationship marketing	C	customer relationship management
13	_____ can be defined as a business strategy that focuses on customer satisfaction and retention	Customer relationship	Customer relationship management	Customer lifetime value	Relationship marketing	B	customer relationship management
14	_____ allows organisation to contact with its customer in the medium of their choice- voice, email, web chat, fax, SMS.	E-CRM	Multimedia contact centre	PoS	EPOS	B	Multimedia contact centre
15	_____ of call centre is critical in terms of the cost of the building and also the ability to recruit and retain employees to work in the centre.	Location	Cutomer	Technology	Process	C	Technology
16	_____ plays a significant role to generate revenue, control cost and mitigate risks.	Data profiling	Data control	Data management	Data integration	C	Data management
17	_____ indicates the difference between the service expected by customer and the service they actually receive.	customer representative gap	customer service gap	service quality gap	customer EPOS	C	service quality gap
18	complaint handling mechanism is a _____ and reactive approach where the organisation responds to a complaint from the customers.	active	passive	normal	teactive	B	passive
19	_____ is an ongoing process of any organisation as it always learn from the previous experience of handling customer complaints and grievances	Acquaintance	Shared customer knowledge	improving	Shared customer knowledge	C	improving
20	CRM strategy cycle comprises of customer acquisition, retention and _____.	loss back	win back	service quality gap	customer EPOS	B	win back
21	_____ refers to the data that is created and updated within the operational system	Data integration	Reference data	Transactional data	Business view data	C	Transactional data
22	_____ resulting in a single source of truth and making it easier for end user access information.	Data profiling	Data control	Data management	Data integration	D	Data integration
23	_____ is an unpleasable fulfilment response.	customer representative gap	customer service gap	dissatisfaction	customer EPOS	C	dissatisfaction
24	_____ is all about attracting the right consumer getting them to buy , -buy often, buy in higher quantities and bring more customers to firm.	customer value	customer loyalty	customer satisfaction	customer relationship	B	customer loyalty
25	_____ is a business strategy that focuses on "single point of sale" transactions.	Interruption Marketing	Permission marketing	Transactional Marketing	Relationship marketing	C	Transactional Marketing
26	_____ is a set of methods, Strategies and applications that facilitate a company manage customer relationships.	Customer relationship	Customer relationship management	Customer lifetime value	Relationship marketing	B	customer relationship management

27	A _____ relationship exist when the customer is committed to the company because it provides customised value.	Acquaintance	friendly	partner	customer	B	friendly
28	_____ refers to the first and foremost CRM objective of an organisation.	Shared customer knowledge	360 degree customer view	process improvement	business results	A	Shared customer knowledge
29	_____ involves the increase of order volume either by the sales of more units of the same purchased item or the upgrading into a more expensive version of the purchased item.	Customer management	Up-selling	Cross-Selling	Direct selling	B	Up-selling
30	_____ reflects "the state of mind that customers have about a company and its products or services when their expectations have been met or exceeded."	Customer management	Customer retention	Customer acquisition	Customer attrition	B	Customer retention
31	In _____ stage, organisations realized the need of integrating front office CRM systems with back office CRM system.	Second	Third	Fourth	First	B	Third
32	_____ are those customers who have not had any transactions with the firm and may not even be aware of the existence of the firm.	Partners	Friends	Acquaintances	Strangers	D	Strangers
33	A primary goal for firms at the friendship stage of the relationship is _____.	Relationship management	Customer retention	Service level Agreement	Customer Satisfaction	B	Customer retention
34	_____ contains one record for each individual product for which there are unique characteristics that are known in advance.	Collaborative data	Reference data	Master Data	Transaction data	C	Master Data
35	the gap model is also known as the dash of service quality.	five gaps model	four gaps model	six gaps model	Two gaps model	A	five gaps model
36	_____ is the consumers fulfillment response to a customers experience or some part thereof.	Customer management	customer retention	customer satisfaction	customer value	C	customer satisfaction
37	privacy laws protect the interest of the _____.	Producer	customer	Promoter	Supplier	B	customers
38	_____ is an application that allows employees to interact with customers and access and update their data using mobile device.	mobile CRM	e-CRM	social CRM	Global CRM	A	mobile CRM
39	CRM is a _____ business strategy that aims to increase customer satisfaction and customer loyalty by offering a more responsive and customised service to reach customer.	Consumer retention	Customer focused	Customer oriented	Customer related	B	customer focused
40	_____ is an intelligent strategy for selling goods or services to your customer that use direct marketing tactics to ensure the customers stick with the membership for months or years.	One to One marketing	partnering programs	co- branding	Continuity Marketing	D	Continuity Marketing
41	_____ provides access to all customer information including enquiry status and correspondence.	Customer Management	Knowledge management	Account management	Back end integration	A	Customer Management
42	The term e-CRM has been derived from _____.	E-commerce	Commerce	social commerce	integrated commerce	A	E-commerce
43	_____ are calculations or summaries of historical information that often compare Trends over time.	Business views	Reference views	Upstream click	Downstream click	A	Business views
44	_____ type of customer is driven by Value. He makes impulsive decisions.	Content streamer	Savvy Maximiser	Undaunted driver	Secure traditionalist	B	Savvy Maximiser
45	_____ type of customer is suspicious of everyone, believing that all people are selfish.	Content streamer	Savvy Maximiser	Undaunted driver	Secure traditionalist	A	Content streamer
46	It is a well established fact that the cost of acquiring a customer is _____ the cost of retaining an existing customer.	Tree times	Four times	Two times	Five times	D	Five times
47	_____ is an integrated online sale, marketing and service strategy that is used to identify, attract and retain an organisation's customer.	E-CRM	Customer service	PoS	EPOS	A	E-CRM
48	_____ is all about managing relationship with customers by using information technology.	mobile CRM	E-CRM	social CRM	Global CRM	B	E-CRM
49	_____ refers to a wireless technology that has gained importance in recent times due to its extensive use in mobile payments.	near field communication	location based services	Augmented Reality	artificial intelligence	A	near field communication
50	_____ refers to a technology that allow organisation to identify the location of customers at a particular point in time.	near field communication	location based services	Augmented Reality	artificial intelligence	B	location based services