TELANGANA UNIVERSITY S.S.R. DEGREE COLLEGE, NIZAMABAD (C.C:5029) V SEMESTER INTERNAL ASSESSMENT I EXAMINATIONS CUSTOMER RELATIONSHIP MANAGEMENT QUESTION BANK

I. Multiple choice questions.				
1. One-to-one marketing is also known as	approach			[b]
	b. Individual marketin	ng appro	bach	
	d. Group marketing a			
2. A comprehensive strategy and process of acquired acqui		• •		mers
to create superior value for the company and fo			U	[c]
a. PRM b. Relationship marketing	c. CRM		d. Analytical CRM	
3. The process or approach which facilitates dire		as	•	[b]
a. Analytical CRM b. Operational CRM				
4. CRM basically aims at				[b]
	b. Retention of existir	ng custo	omers	
	d. Increasing the prof	-		
5. Relationship marketing makes marketing effe				[c]
	b. Reducing cost of m	arketin	g	r - 1
-	d. Removing the nega		-	
6. CRM helps the organization by increasing the				[c]
a. Up-selling and cross-selling				
b. New customers and business activities				
c. New customers, retained customers and up-se	elling and cross-selling	z		
d. Retailed customers, expanded business activi		-		
7 and terms are inaccurately use				[d]
a. CRM and PRM		RM and	collaborative CRM	[]
c. Relationship marketing and database marketing	•			
8. The marketing program that aims at retaining	-			[0]
	b. Relationship marke	-		[0]
	d. Individual marketin	• •	-	
9. The second important decision in CRM formation process is the selection of [
a. Customer b. Customer partner			d. Marketer partner	[~]
10. Partnering programs include				[c]
a. Co-branding program b. Affinity partnering p	program c. Both	a&b	d. None of the above	[•]
11. is a famous method used for addr	-			[a]
	b. Enterprise marketi			[~]
6	d. Customer experien	0	0	
12. The factors influencing customer expectation			agement	[d]
	b. Individual psycholo	σν		[0]
-	d. All the above	61		
13. In strategy, retention probability is high		acquisi	ition investment is lon	σ
		acquis		ь [c]
a. Pay as you go b. Full throttle	c Slingshot	d Dive	est/restructure	[0]
14. The concepts used for evaluating customer a	-			[c]
a. Acquisition cost b. Acquisition rate			 e of the above	[0]
15. A good complaint management system shou		u. Non		[d]
	c. Responsive	h IIA b	he above	[~]
16 is concerned with retaining existin		G. 7 (i) U		[b]
a. Customer acquisition b. Customer retention		on	d. Customer satisfact	
			a. castomer sutistatt	

17 makes use of systems, technologies and simplified processes for enhancing the customer's					
experience with the company			[b]		
a. Partnering relationship	b. Customer experience ma				
c. Customer value management	d. Customer relationship ma	anagement			
18. The major activities/involved in customer centric business are					
a. Listening and learning organization	b. Benchmarking practices				
c. Respond to information	d. All the above				
19. CRM is oriented			[c]		
a. Customer b. Performance	c. Transaction	d. None of the above			
20. CEM stands for			[b]		
a. Customer Enterprise Management	Vanagement b. Customer Experience Management				
c. Customer Expectation Management	d. Continuous Experience M	anagement			
II. Fill in the blanks					
1. <u>Value added</u> services refers to the extra services offered such as dynamic, brokering, online auctions etc					

2. Traditionally CRM is considered as Database marketing

3. Operational CRM provides a direct customer contact area

4. <u>Collaborative CRM</u> involves interaction with customers through traditional and modern group ware/web technologies

5. The profitability, lifetime value and potential of the customer represent customer value

6. <u>Analytical CRM</u> combines the operational data for identification of opportunities and management of business process

7. IVR stands for interactive voice response

8. CRM aims at increasing Cooperation and collaboration with the customers

9. CRM is beneficial for both organization and customers

10. <u>Operational CRM</u> is implemented first in the CRM strategy

11. <u>Value creation</u> refers to a strategic process to control a product, service or a business unit's growth and competitive share

12. A standard or reference point for the ultimate satisfaction of the customer is customer expectation

13. The degree to which the customers are satisfied with the products and services offered by a business is known as <u>customer satisfaction</u>

14. The costs which are related to acquisition of a new customer is customer acquisition costs

15. In <u>full throttle</u> strategy, the retention probability is high and time horizon to recoup the acquisition investment is low

16. <u>Acquisition rate</u> is calculated by dividing the fraction of prospects acquired by total number of prospects targeted

17. <u>Customer lifetime value</u> is the real value of a customer which helps to evaluate the potential of an organization to invest to acquire/retain customer

18. <u>Customer profitability</u> gives an estimation of firm value which helps in connecting marketing investment and shareholder return

19. Enterprise marketing management is the most significant dimension of <u>customer relationship</u> <u>management</u>

20. <u>Customer satisfaction measurement</u> deals with series of activities like preparation of questionnaire, conducting of survey and assessing the result/outcome