I. Multiple choice questions.

1. One of the following is the element of external processes.   [a]
(a) Access to third-party information   (b) Data organisation
(c) CRM planning   (d) Data mining

2. _____ Cluster focuses on processes relating to the management of a company's customers including the acquistion of target customer group.   [b]
(a) Innovation   (b) Customer management
(c) Operations management   (d) Regulatory and social

3. The elements of CRM plan are   [d]
(a) Objectives   (b) Data analysis, output usage
(c) Data requirements, checking the progress   (d) All the above

4. The company uses analysis of data to determine the level of   [a]
(a) Customer satisfaction   (b) Customer loyalty
(c) Customer preferences   (d) All the above.

5. All the business processes that the company performs should be aligned to enable _____   [a]
(a) Customer-centricity   (b) Customer-satisfaction
(C) Customer-relationship   (d) All the above

6. The use of _____in CRM should be done to ensure quick and easy processes as well as utilize the power of automation.   [b]
(a) Strategy management   (b) Information technology
(c) Strategic resources   (d) None of the above

7. The segmentation is used in CRM to find out the _____   [c]
(a) Product quality   (b) Product purchase   (c) Key customers   (d) Key areas

8. The critical elements in the CRM plan includes _____   [d]
(a) Objectives   (b) Data requirements   (c) Data analysis   (d) All the above

9. "DMU" stands for _____   [a]
(a) Decision making unit   (b) Distribution making unit
(c) Decision maker unit   (d) Decision merger unit

10. The data requirements consists of _____ sources.   [b]
(a) Five   (b) Two   (c) Seven   (d) Eleven

11. The firms usually goes for integrations of _____   [d]
(a) Sales area   (b) Marketing area   (c) Customer Service and Support (CSS)   (d) All the above

12. The following are required for effective implementation of CRM   [d]
(a) Effective database management   (b) Database construction
(c) Data mining   (d) All the above

13. CRM roadmap implementation strategy consists of the following number of steps   [a]
(a) Seven   (b) Five   (c) Six   (d) Ten

14. The CRM solution's components are   [b]
(a) Sales and marketing applications   (b) Marketing and CSS applications
(c) Sales, marketing and CSS applications   (d) None of the above

15. Bill Inmon proposed the following approach,   [c]
(a) Dimensional approach   (b) Normalised approach   (c) Both (a) and (b)   (d) None of the above

16. The following is the main repository of a firm's historical data   [d]
(a) Data management   (b) Data ware house   (c) Data mining   (d) Data analysis

17. OLTP stands for   [b]
(a) Offline transaction processing   (b) Online transaction processing
(c) Ontime transaction processing   (d) Official transaction processing

18. e-CRM stands for [d]
(a) Emerging CRM   (b) Evolving CRM   (c) Existing CRM   (d) Electronic CRM
19. Voice portals is based on the following. [a]
(a) Voice XML   (b) Voice HTML   (c) Voice DHTML   (d) Voice USB
20. CRM implementation suffers from the following issues. [d]
(a) Technical issues   (b) Make or buy issue   (c) Organizational issues   (d) All the above

II. Fill in the blanks.
1. A Customer-centric business define its mission as creating meaningful value for customers leading to sustained competitive advantage.
2. A CRM strategic plan is essential to build an effective relationship between customers and management.
3. In order to maintain Good customer relationship every company focus on the requirement of the customers.
4. A web-hosted CRM software application is application for small and medium-sized operations
5. The essential strategic capabilities of CRM are Technology, people, process, knowledge and insight
6. Internal and External are the sources of data requirements.
7. The three critical steps to customer centric business organizations are know your customer, align organizational capabilities and empower your people
8. Regulatory and social cluster provides a company with opportunity of being a good corporate citizen, advocating on behalf of customers, supporting worthy causes and providing a voice in the community.
9. The first and foremost feature of customer-centric business is Quality
10. CRM Grid model is based on strategic management theory
11. Sales process management refers to the long term initiative of the firm aimed towards integrating organizational processes.
12. Building a call centre is the founding step towards gaining competitive advantage.
13. BOT's is the short form for customer service representative
14. Campaign management seeks to establish relationship between variable items of database to exposed patterns.
15. Tertiary sector is a performance evaluation framework with a combination of measures based on defined purposed of each program.
16. The first step in CRM roadmap implementation strategy is CRM
17. A good database system acts as a touch points
18. The two popular approach of data warehousing are dimensional approach and electronic point of scale
19. Automated call distributor (ACD) is the world leader in providing CRM solutions and software application for customer data integration.
20. Cost effectiveness, enhanced customer interaction, lower marginal cost, adaptability to new technology are some advantages of customer case systems.

III. Short Answers.
1. Define Customer Centric Business.
Answer: Customer Centric Business refers to a way through which companies designs and delivers the dif or unique experience to acquire, retain and enhance the value of customers.

2. Write about CRM Objectives.
Answer: The objectives of CRM generally differs from one company to that of another due to their da vision, mission and the goals. The objectives related to CRM in the company can be achieved if the comp identifies the areas which need to be improved and by using SWOT analysis.

3. What is Data requirement?
Answer: Data requirements is a detailed list containing data which is required for analyzing and achieving business objectives. The format in which it is collected is considered for analyzing and making effect decisions. For example, the data collected through communication via email and telephone.

4. What is a CRM Strategy?
Answer: ACRM strategy refers to a strategic plan where it focus on increasing sales, reducing costs and enhanc customer relationship by combining processes, actions and technology. It involves the basic functions of business such as, sales, marketing and customer service.

5. What is customer life cycle?
Answer: Customer life cycle is the customer's journey from getting attracted to the company to becom loyal customer and ultimately being retained in the organization for a long time. During different phase this cycle, the behaviour of customer keep changing and it depends on different factors.

6. Define Call Center.
Answer: A call center can be defined as a centralized office developed for the purpose of transmitting and receiving a huge volume of customer's requests through telephone.

7. Write about lead management.
Ans: Lead management is also called opportunity management and pipeline management which ensures the free flow of the information and strategies throughout the channel without any break downs.

8. What is meant by campaign management ?
Answer:Campaign management involves planning, implementing, monitoring and evaluating the marketing initiative. In campaign management, the company checks how the customers react to the campaign through sales, call back and orders. In other words, campaign management involves designing suitable products for customers, setting proper price and offering the products to customers.

9. What do you mean by consumer markets?
Answer: Consumer markets are the markets where consumer goods and services are sold like cosmetics, soft drinks, garments, shoes etc.

10. What do you understand by sales force automation?
Answer: Sales force automation is defined as an application of computerized technologies to support both sales management and sales personnel in achieving their work-related targets. It can also be defined as a number of processes developed to generate sale of company's products using less efforts and time.