

National Testing Agency

Question Paper Name: Customer Relationship Management 09th November 2019 Shift 2
Subject Name: Customer Relationship Management
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Duration: 180
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Display Marks: Yes

Customer Relationship Management

Group Number : 1
Group Id : 709597288
Group Maximum Duration : 0
Group Minimum Duration : 120
Revisit allowed for view? : No
Revisit allowed for edit? : No
Break time: 0
Group Marks: 75

Customer Relationship Management

Section Id : 709597371
Section Number : 1
Section type : Online
Mandatory or Optional: Mandatory
Number of Questions: 75
Number of Questions to be attempted: 75
Section Marks: 75
Display Number Panel: Yes
Group All Questions: No

Sub-Section Number: 1
Sub-Section Id: 709597470
Question Shuffling Allowed : Yes

Question Number : 1 Question Id : 70959726182 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The broadened view of relationship marketing includes a total of six key market domains. Which is the most important market, in case of packaged goods?

- (a) Customer Markets
- (b) Referral Markets
- (c) Internal Markets
- (d) External Markets

Question Number : 2 Question Id : 70959726183 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Curating the customer database is which step in IDIC framework?

- (a) Differentiate
- (b) Identify
- (c) Customize
- (d) Interact

Question Number : 3 Question Id : 70959726184 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Customer can be differentiated on the basis of?

- (a) Purchase power
- (b) Brand awareness
- (c) Needs & Values
- (d) Values alone

Question Number : 4 Question Id : 70959726185 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which among these will not count as customer interaction ?

- (a) Contact center
- (b) Personal interactions
- (c) Social media survey questionnaires
- (d) Mass media promotion

Question Number : 5 Question Id : 70959726186 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which among the following cannot be used for knowledge acquisitions by marketers ?

- (a) Advertisement
- (b) Personal Interactions
- (c) Customer Survey
- (d) Contact Centers

Question Number : 6 Question Id : 70959726187 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which among the following marketing mix elements can be customized ?

- (a) product
- (b) price
- (c) promotion
- (d) place
- (e) process
- (f) people and physical evidence
- (g) All

Question Number : 7 Question Id : 70959726188 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Who helps maintain a positive image of your offerings through word of mouth (WOM)?

- (a) Marketers
- (b) Supporter
- (c) Advocate
- (d) Partner

Question Number : 8 Question Id : 70959726189 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Who is more proactive in terms of engaging with the organization?

- (a) Partner
- (b) Advocate
- (c) SBU
- (d) Stockist

Question Number : 9 Question Id : 70959726190 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In the software industry, some of the business customers become your beta sites, where the new product concepts are tested. At what stage of the Ladder of Loyalty are these customers?

- (a) Prospect
- (b) Customer
- (c) Supporter
- (d) Advocate

Question Number : 10 Question Id : 70959726191 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Who among the following gets actively involved in decisions that help the firm?

- (a) Advocate
- (b) Partners
- (c) Supporter
- (d) None

Question Number : 11 Question Id : 70959726192 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which form of a bond is shopping card and shopping points ?

- (a) Social bond
- (b) Financial bond
- (c) Customization bond
- (d) Structural bond

Question Number : 12 Question Id : 70959726193 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What kind of customers normally get attracted by financial incentives?

- (a) Bargain hunter
- (b) Price sensitive
- (c) Brand loyal
- (d) Both a. & b.

Question Number : 13 Question Id : 70959726194 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the key disadvantage of attracting bargain hunters as customers?

- (a) Bad mouth the offering when discounts are discontinued
- (b) Susceptible to switching
- (c) Have low lifetime value
- (d) All the above (a, b and c)

Question Number : 14 Question Id : 70959726195 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which bond can facilitate and create an opportunity for customers to get together and share their common interests?

- (a) Financial Bond
- (b) Social Bond
- (c) Structural Bond
- (d) Customization Bond

Question Number : 15 Question Id : 70959726196 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Lenskart uses sophisticated technologies to let customers try on different spectacles during the selection process. What kind of a bond Lenskart is attempting to leverage?

- (a) Social Bond
- (b) Financial Bond
- (c) Customization Bond
- (d) Structural Bond

Question Number : 16 Question Id : 70959726197 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the key element for structural bonds ?

- (a) Value
- (b) Trust
- (c) Price
- (d) Brand

Question Number : 17 Question Id : 70959726198 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

As a customer, you are dissatisfied with your bank and reduced the frequency of your transactions. You opened a separate bank account with another bank and you shifted most of your transactions, but you left old account idle. What phenomena did your first bank experience?

- (a) Customer retention
- (b) Customer attraction
- (c) Customer Defection
- (d) Customer loyalty

Question Number : 18 Question Id : 70959726199 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The net percentage of customers who recommend a brand is used to estimate _____?

- (a) Customer equity
- (b) Lifetime Value
- (c) Net Promoter Score
- (d) Brand Equity

Question Number : 19 Question Id : 70959726200 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which marketing concept emphasis more on Unique Selling Proposition ?

- (a) Segment Centric
- (b) Product Centric
- (c) Customer centric
- (d) Sales centric

Question Number : 20 Question Id : 70959726201 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Purpose of an organization is to create a customer! Whose quote is being referred?

- (a) Peter F Drucker
- (b) Philip Kotler
- (c) Michael Porter
- (d) C K Prahalad

Question Number : 21 Question Id : 70959726202 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Ensuring the positive experience for the customer during all the stages of interaction like pre-sale, sale and post sale is an example of ?

- (a) Sales concept
- (b) Product concept
- (c) Marketing concept
- (d) Customer centricity

Question Number : 22 Question Id : 70959726203 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Your company sales in volume or value as a numerator and divided by the industry sales, volume or value is the formula to calculate ?

- (a) Share of wallet
- (b) Market Share
- (c) Mindshare
- (d) Customer share

Question Number : 23 Question Id : 70959726204 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

If you have a higher market share, you are likely to have a cost advantage due to ?

- (a) Economies of scope
- (b) Economies of Scale
- (c) Differentiation
- (d) Focus

Question Number : 24 Question Id : 70959726205 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

We see a lot of Free Individual Travelers in which industry ?

- (a) Healthcare
- (b) Hospitality
- (c) Retailing
- (d) Airlines

Question Number : 25 Question Id : 70959726206 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which method permits managers to estimate the profitability of products, services, or customers?

- (a) Financial accounting
- (b) Adhoc costing
- (c) Standard costing
- (d) Activity based costing

Question Number : 26 Question Id : 70959726207 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What do we understand by comparing customer's Benefits Vs Sacrifices?

- (a) Equity
- (b) Value
- (c) Loyalty
- (d) Quality

Question Number : 27 Question Id : 70959726208 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which driver of customer equity is objective in nature ?

- (a) Relationship Equity
- (b) Brand Equity
- (c) Value Equity
- (d) None of the above

Question Number : 28 Question Id : 70959726209 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which driver of customer equity is subjective in nature ?

- (a) Brand Equity
- (b) Relationship Equity
- (c) Value Equity
- (d) None of the above

Question Number : 29 Question Id : 70959726210 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which equity refers to the customer's affinity towards the company or the brand?

- (a) Value Equity
- (b) Price equity
- (c) Brand Equity
- (d) Relationship Equity

Question Number : 30 Question Id : 70959726211 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A stronger _____ will help you increase your customers' overall lifetime value?

- (a) Relationship Equity
- (b) Brand Equity
- (c) Value Equity
- (d) Customer Equity

Question Number : 31 Question Id : 70959726212 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Conformance to specifications is a commonly used notion to explain ?

- (a) Trust
- (b) Quality of goods
- (c) Value
- (d) Customer Satisfaction

Question Number : 32 Question Id : 70959726213 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Perceived service quality $PSQ = P - ?$

- (a) Desires
- (b) Satisfaction
- (c) Expectation
- (d) Delight

Question Number : 33 Question Id : 70959726214 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which is the interpersonal dimension of 5 dimensions of service quality ?

- a. Reliability
- b. Tangibles
- c. Responsiveness
- d. Assurance

Question Number : 34 Question Id : 70959726215 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Who plays the biggest role in improving customers perceptions of organization's empathy in services ?

- (a) Frontline employees
- (b) Stockist
- (c) Manager
- (d) Chief Marketing Officer

Question Number : 35 Question Id : 70959726216 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

According to research across service businesses, which is the most important dimension among the 5 service quality dimensions?

- (a) Responsiveness
- (b) Reliability
- (c) Tangibles
- (d) Assurance

Question Number : 36 Question Id : 70959726217 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Because of which characteristic of service, service failures are almost inevitable ?

- (a) Inseparability
- (b) Heterogeneity
- (c) Intangibility
- (d) Perishability

Question Number : 37 Question Id : 70959726218 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The Dabbawalas of Bombay is an outstanding example of ?

- (a) TQM
- (b) Zero defect
- (c) Quality Circles
- (d) Service Quality

Question Number : 38 Question Id : 70959726219 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Domino's Pizza promises a 30-minute home delivery. If there is a delay beyond this 30 minute, the customer will get the Pizza free. This is an example of ?

- (a) CRM
- (b) Service Quality
- (c) Assurance
- (d) Service Guarantee

Question Number : 39 Question Id : 70959726220 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Who faces a skewed market in B2B markets?

- (a) Buyers
- (b) Sellers
- (c) Intermediaries
- (d) Retailers

Question Number : 40 Question Id : 70959726221 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Being an automobile spares parts manufacturer, the demand for your products depends on demand for the passenger car industry from the car customers. It is an example of _____?

- (a) Fluctuating demand
- (b) Derived Demand
- (c) Direct demand
- (d) Independent demand

Question Number : 41 Question Id : 70959726222 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Large variance in quantity purchased by customers results in which kind of demand?

- (a) Fluctuating Demand
- (b) Direct Demand
- (c) Derived Demand
- (d) Independent Demand

Question Number : 42 Question Id : 70959726223 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which among the following is not the type of decision we normally witness in business market?

- (a) Commercial
- (b) Technical
- (c) Impulse purchase
- (d) Value analysis

Question Number : 43 Question Id : 70959726224 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Repeating the purchase order without changes in price and specifications is classified as?

- (a) Straight rebuy
- (b) Modified rebuy
- (c) New task situation
- (d) None of the above

Question Number : 44 Question Id : 70959726225 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Your business customer requests for a change in product specifications and revise the pricing and credit terms. Which buying situation you are in?

- (a) New task situation
- (b) Modified rebuy
- (c) Straight rebuy
- (d) Project purchase

Question Number : 45 Question Id : 70959726226 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In which buying situation, the customer organization requires hand holding due to the novelty involved in buying product or service?

- (a) Modified rebuy
- (b) Straight rebuy
- (c) New task situation
- (d) Project purchase

Question Number : 46 Question Id : 70959726227 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In your college, your lecturer requests management to arrange the projector to enable the digi class setup. In turn, the management directed the request to purchase department who calls for a tender and shortlists the vendors based on the budget criteria given by the finance department. Who do you think can be the influencer in decision making in this buying process?

- (a) Purchase department
- (b) Lecturer
- (c) Finance
- (d) Management

Question Number : 47 Question Id : 70959726228 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

If you sell all your products only through intermediaries, who among the following can never be your primary customer?

- (a) Stockist
- (b) Distributors
- (c) End consumer
- (d) Retailers.

Question Number : 48 Question Id : 70959726229 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which among the following is usually not a component of CRM solutions?

- (a) Campaign management
- (b) Employee management
- (c) Sales force automation
- (d) Customer service and support

Question Number : 49 Question Id : 70959726230 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which among the following is focused on marketing?

- (a) Sales force automation
- (b) Campaign management
- (c) CSS
- (d) Revenue management

Question Number : 50 Question Id : 70959726231 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which among the following is sales focused ?

- (a) CSS
- (b) Sales Force Automation
- (c) Campaign Management
- (d) Supply chain management

Question Number : 51 Question Id : 70959726232 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Campaign Management enables target segment to form positive attitude which may lead to ?

- (a) Awareness
- (b) Actions
- (c) Evaluation
- (d) Promote

Question Number : 52 Question Id : 70959726233 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Sales Force Automation sometimes proves to be difficult because it has a lot more dependence on _____ and less on _____

- (a) People, Processes
- (b) Processes, People
- (c) Price, People
- (d) People, Systems & Processes

Question Number : 53 Question Id : 70959726234 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Enabling prospects to identify the right sales representative who can respond to queries during the first contact itself is the functionality of _____ ?

- (a) Contact Management
- (b) Account Management
- (c) Sales Force Automation
- (d) Sales Project Execution

Question Number : 54 Question Id : 70959726235 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which among the following functionality of Sales Force Automation enables sales professionals to build a deep understanding of target account with complete history ?

- (a) Key account Management
- (b) Account Management
- (c) Campaign Management
- (d) Territory Management

Question Number : 55 Question Id : 70959726236 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which component of CRM tool has an ability to enhance the customer loyalty ?

- (a) Sales Force Automation
- (b) Campaign Management
- (c) Customer Service and Support
- (d) Key Account Management

Question Number : 56 Question Id : 70959726237 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which inbuilt mechanisms ensures the organizations to meet Service Level Agreements through prompt automated responses for customer queries?

- (a) CSS
- (b) Response Management System
- (c) Key Account Management
- (d) Sales Response Automation

Question Number : 57 Question Id : 70959726238 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which among the following is the most important thing to look at while hiring a frontline employee?

- (a) Service Attitude
- (b) Skill
- (c) Knowledge
- (d) Empathy

Question Number : 58 Question Id : 70959726239 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Employee satisfaction leads to Customer Satisfaction, this phenomenon explains which concept?

- (a) Internal Marketing
- (b) Service Profit Chain
- (c) Employee Motivation
- (d) Employee Loyalty

Question Number : 59 Question Id : 70959726240 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which among the following is a membership business?

- (a) Air Asia
- (b) Taj Hotel
- (c) Café Coffee Day (CCD)
- (d) ICICI Bank

Question Number : 60 Question Id : 70959726241 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Customers have positive predispositions towards your brand when they have _____?

- (a) Behavioral loyalty
- (b) Attitudinal loyalty
- (c) Brand Identity
- (d) Brand image

Question Number : 61 Question Id : 70959726242 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Repeat purchase is a kind of ?

- (a) Behavioral loyalty
- (b) Attitudinal loyalty
- (c) Brand Identity
- (d) Brand image

Question Number : 62 Question Id : 70959726243 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which business will find it easier to build social bonds?

- (a) General physicians/ Family Doctors
- (b) Mobile Service Companies
- (c) E-Commerce Companies
- (d) Credit card companies

Question Number : 63 Question Id : 70959726244 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

At what physiological stage of CRM process frame work, is the prospect likely to have an enduring desire to maintain a valued relationship ?

- (a) Switching
- (b) Satisfaction
- (c) Trust
- (d) Commitment

Question Number : 64 Question Id : 70959726245 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In which of the following services, short term customers can be potentially very profitable?

- (a) Airline
- (b) Banking
- (c) Hotels and resorts
- (d) Telecom

Question Number : 65 Question Id : 70959726246 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

From the options below, choose the industry where the chances of customer retention are inherently high?

- (a) Airlines
- (b) Hospitality
- (c) Banking and Financial services
- (d) Healthcare

Question Number : 66 Question Id : 70959726247 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Detractors are the ones who recommends our offerings. True or False ?

- (a) True
- (b) False

Question Number : 67 Question Id : 70959726248 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Customers in business markets are usually bigger than consumers in retail market. True or False?

- (a) True
- (b) False

Question Number : 68 Question Id : 70959726249 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The value and the volume of the purchase is usually high in consumer market, True or False?

- (a) True
- (b) False

Question Number : 69 Question Id : 70959726250 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The decision making process is much complex in business market than consumer market, true or false?

- (a) True
- (b) False

Question Number : 70 Question Id : 70959726251 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Intermediaries play a critical role in winning the marketplace by working closely with organization especially in product development, true or false?

- (a) True
- (b) False

Question Number : 71 Question Id : 70959726252 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Can we use customer information to differentiate them ?

- (a) Yes
- (b) No
- (c) Maybe
- (d) None of the above

Question Number : 72 Question Id : 70959726253 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ is a systematic approach to managing and growing a specific set of customers with special attention.

- (a) Territory Management
- (b) Key Account Management
- (c) Project Management
- (d) Relationship Marketing

Question Number : 73 Question Id : 70959726254 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Spotting the potential to transcend your customer into a key account would typically occur in which stage ?

- (a) Pre-KAM
- (b) Post-KAM
- (c) Mid-KAM
- (d) None

Question Number : 74 Question Id : 70959726255 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

You see your business customer displaying much higher level of commitment, partnership and desire for co-destiny is typically in _____ stage?

- (a) Early
- (b) Mid
- (c) Partnership
- (d) Synergistic

Question Number : 75 Question Id : 70959726256 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In which stage of KAM, do you typically not negotiate, not discuss the pricing, not discuss deliveries due to close coordination with your business customer?

- (a) Mid-KAM
- (b) Partnership
- (c) Synergistic
- (d) Excellence of KAM