

National Testing Agency

Question Paper Name: Customer Relationship Management
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Customer Relationship Management

Group Number : 1
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Break time: 0
Group Marks: 150

Customer Relationship Management

Section Id : 416529106
Section Number : 1
Section type : Online
Mandatory or Optional: Mandatory
Number of Questions: 75
Number of Questions to be attempted: 75
Section Marks: 150
Display Number Panel: Yes
Group All Questions: No

Sub-Section Number: 1
Sub-Section Id: 416529115
Question Shuffling Allowed : Yes

Question Number : 1 Question Id : 4165298381 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Small customers may be unprofitable, because—
a) The spend less money with the organization
b) The organization spends more money on them
c) They generate low revenues
d) All of the above

Question Number : 2 Question Id : 4165298382 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Big customers who generate a lot of revenues, subsidize the smaller customers. Which of the following concepts does this relate to?

- a) Customer centricity
- b) Customer profitability
- c) Cross subsidization of customers
- d) Customer retention

Question Number : 3 Question Id : 4165298383 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Net promoter score directly measures

- a) Customer satisfaction
- b) Intention to recommend
- c) Repeat purchase
- d) Confidence

Question Number : 4 Question Id : 4165298384 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

A retailer has launched a loyalty program that requires its customers to share their membership number whenever customers make a purchase. This enables the retailer to automatically collect customer's purchase data. At which stage/s of the IDIC, will this data be primarily used by the CRM team of the retailer?

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

Question Number : 5 Question Id : 4165298385 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Shopping cards, shopping points, frequent flyer programs are all examples of

- a) Social bonds
- b) Financial bonds
- c) Customization bonds
- d) Structural bonds

Question Number : 6 Question Id : 4165298386 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

In the _____ stage of the CRM framework, customers actively engage in positive word-of-mouth.

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

Question Number : 7 Question Id : 4165298387 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

As marketing practices evolved, concepts like USP (unique selling proposition) and brand image emerged in the _____ stage

- a) Segment centric
- b) Product centric
- c) Customer centric
- d) All of the above

Question Number : 8 Question Id : 4165298388 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The product-centric phase, focused on mass production and mass distribution to support mass consumption.

The products during this phase were :

- a) a. Customized
- b) b. Focused on micro or niche segment
- c) c. Standardized
- d) Both a and b

Question Number : 9 Question Id : 4165298389 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Market maturity is forcing companies to be more customer oriented to :

- a) a. Retain customers in home markets
- b) b. Attract customers in emerging markets
- c) c. Both a and b
- d) d. none of the above

Question Number : 10 Question Id : 4165298390 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

In transactional marketing, the criteria for success is-

- a) Share of customers' wallet
- b) Market share
- c) Mind share
- d) None of the above

Question Number : 11 Question Id : 4165298391 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

In relationship marketing, organizations typically receive feedback from customers through

- a) One time questionnaires
- b) Isolated market research
- c) Continuous interactions with customers
- d) All of the above

Question Number : 12 Question Id : 4165298392 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The emergence of Non-Traditional competition has encouraged firms to-

- a) Focus on Transactional Marketing
- b) Acquire more customers
- c) Allow customers to drift towards competition
- d) Build stronger relationships with existing customers

Question Number : 13 Question Id : 4165298393 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

When companies follow a market share orientation, they will typically

- a) Standardize their offerings
- b) Aim to reach more customers, but satisfy limited needs
- c) Enter into businesses they are not currently operating in
- d) Provide limited offerings, to a large segment of customers

Question Number : 14 Question Id : 4165298394 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Current or prospective customers are allowed to participate in the new-product development process. This is an example of:

- a) Customization
- b) Customer centricity
- c) Co-creation
- d) None of the above

Question Number : 15 Question Id : 4165298395 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Companies with customer share orientation will :

- a) Satisfy limited needs
- b) Aim large segment of customers with limited offerings
- c) Aim to satisfy most related needs of its customers
- d) Standardize their offerings

Question Number : 16 Question Id : 4165298396 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

When organizations follow a customer centric approach, they aim for :

- a) Profitability from individual transactions
- b) Profitability over a longer time frame
- c) Both a and b
- d) None of the above

Question Number : 17 Question Id : 4165298397 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

_____ is the probability of a customer staying with a business in the future

- a) Present value
- b) Discount rate
- c) Retention rate
- d) Customer lifetime value

Question Number : 18 Question Id : 4165298398 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

When a flight takes off with empty seats, the revenue from those seats is lost. What characteristic of services is this related to?

- a) Heterogeneity
- b) Perishability
- c) Tangibility
- d) Simultaneity

Question Number : 19 Question Id : 4165298399 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

In services, the chances of error are higher as compared to goods. What characteristic of services increases the probability of errors?

- a) Heterogeneity
- b) Perishability
- c) Tangibility
- d) Simultaneity

Question Number : 20 Question Id : 4165298400 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Services are likely to be inconsistent, if it depends on the people rendering them. What characteristic of services is this related to?

- a) Heterogeneity
- b) Perishability
- c) Tangibility
- d) Simultaneity

Question Number : 21 Question Id : 4165298401 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Conformance to specifications is used to measure quality in case of

- a) Goods
- b) Services
- c) Both goods and services
- d) None of the above

Question Number : 22 Question Id : 4165298402 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

_____ is the ability to perform the promised service dependably and accurately

- a) Perception
- b) Responsiveness
- c) Reliability
- d) Empathy

Question Number : 23 Question Id : 4165298403 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

In case of home delivery, Domino's Pizza promises pizza delivery within 30 minutes of the order being placed. If not, the pizza is given free. This is an example of

- a) a) Service guarantee
- b) b) Service failure and recovery
- c) c) Both a and b
- d) d) None of the above

Question Number : 24 Question Id : 4165298404 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

When we visit a restaurant, the restaurant premises are an example of

- a) Empathy
- b) Tangibles
- c) Perception
- d) Reliability

Question Number : 25 Question Id : 4165298405 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

In B2B markets, a firm will have several regular customers who buy smaller quantities and hence contribute to a relatively smaller share of the revenues. While classifying customers for Key Account Management, such customers are categorised as -

- a) Strategic account
- b) Major accounts
- c) Service accounts
- d) Key account

Question Number : 26 Question Id : 4165298406 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

----- are the top few customers who generate a large share of the firm's overall revenues. Generally the top management, including the CXOs, gets involved in managing these accounts.

- a) Service accounts
- b) Major accounts
- c) Strategic accounts
- d) Key accounts

Question Number : 27 Question Id : 4165298407 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The focus on Pre-KAM Stage is on

- a) Developing synergy
- b) Providing basic product and service
- c) Elevating customers to the next stage
- d) None of the above

Question Number : 28 Question Id : 4165298408 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The focus of Internal Marketing is on

- a) Customers
- b) Suppliers
- c) Intermediaries
- d) Employees

Question Number : 29 Question Id : 4165298409 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

What step of the CRM implementation involves process design?

- a) Formation
- b) Management and Governance
- c) Performance
- d) Evolution

Question Number : 30 Question Id : 4165298410 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

In the sales cycle, which of the following steps involves interaction with the clients to understand their needs and wants?

- a) Lead generation
- b) Qualification
- c) Needs Assessment
- d) Proposal and closure

Question Number : 31 Question Id : 4165298411 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Scenario analysis is a part of which step in the CRM implementation roadmap?

- a) Formation
- b) Management and governance
- c) Performance measurement
- d) Evaluation and evolution

Question Number : 32 Question Id : 4165298412 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

In people intensive services, satisfied employees are likely to provide better service. This, in-turn leads to higher levels of customer satisfaction which leads to loyalty. What concept am I referring to?

- a) Customer retention
- b) Customer centricity
- c) Service profit chain
- d) None of the above

Question Number : 33 Question Id : 4165298413 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

In an organization, whose responsibility is it to attract customers?

- a) Customer service
- b) Marketing and Sales
- c) Human resources
- d) Operations

Question Number : 34 Question Id : 4165298414 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

A customer has been purchasing the products of brand A for over two decades. She likes the product and also encourages her friends and acquaintances to purchase the product. What kind of loyalty is she exhibiting?

- a) Behavioural loyalty
- b) Attitudinal loyalty
- c) Behavioural and attitudinal loyalty
- d) None of the above

Question Number : 35 Question Id : 4165298415 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Improved targeting and higher conversion rates are _____ benefits of CRM

- a) Service benefits
- b) Marketing benefits
- c) Benefits to customers
- d) None of the above

Question Number : 36 Question Id : 4165298416 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

At what stage of the KAM process, do organizations work on an automated process, with no negotiations, or discussions on price, delivery etc,

- a) Pre KAM
- b) Early KAM
- c) Mid KAM
- d) Synergistic KAM

Question Number : 37 Question Id : 4165298417 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

At what stage of the KAM process, do you have the highest probability of relationship discontinuation?

- a) Pre KAM
- b) Early KAM
- c) Mid KAM
- d) Partnership KAM

Question Number : 38 Question Id : 4165298418 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Which of the following is not responsible for CRM to emerge as a top management priority?

- a) Technology
- b) Quality movements
- c) Competition
- d) Growth of the manufacturing sector

Question Number : 39 Question Id : 4165298419 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

In the six markets framework, which of the following markets play an important role in attracting the right employees to the organization

- a) Referral markets
- b) Influence markets
- c) Customer markets
- d) Recruitment markets

Question Number : 40 Question Id : 4165298420 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

As per the ladder of loyalty, the consumer reaches a stage where she is actively involved in decision making on behalf of the company. Which of the following stages does this correspond to?

- a) Client
- b) Customer
- c) Prospect
- d) Partner

Question Number : 41 Question Id : 4165298421 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

For effective service recovery, organizations should focus on:

- (a) Fast and prompt action,
 - (b) Anticipating needs for recovery,
 - (c) Zero defects,
 - (d) Encouraging customer inputs
- a) Only (a)
 - b) (a) and (b)
 - c) (a), (b) and (c)
 - d) (a), (b), (c) and (d)

Question Number : 42 Question Id : 4165298422 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Which one of the following bonds is the most difficult to break?

- a) Financial Bonds
- b) Social Bonds
- c) Structural Bonds
- d) Customization Bonds

Question Number : 43 Question Id : 4165298423 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

In which of the following sector /s are customers risk averse, but stay for a relatively longer time:

- (a) Banking and Finance,
 - (b) Hospitality,
 - (c) Healthcare
 - (d) Airlines
- a) Only (b)
 - b) (a) and (b)
 - c) (a) and (c)
 - d) (a), (b) and (c)

Question Number : 44 Question Id : 4165298424 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Customers benefit from CRM as it helps in: (a) Increasing psychological comfort (b) Maintaining cognitive consistency (c) Simplifying buying and consuming tasks

- a) Only (a)
- b) (a) and (b)
- c) (b) and (c)
- d) (a), (b) and (c)

Question Number : 45 Question Id : 4165298425 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Which one of the following is leading to lower effectiveness of making mass-market techniques?

- a) Increase in production capacities
- b) Lower distribution costs
- c) Need for customization
- d) Exit of a number of firms

Question Number : 46 Question Id : 4165298426 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

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

- a) Airlines
- b) Banking
- c) Hotels and resorts
- d) Telecom

Question Number : 47 Question Id : 4165298427 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Perceived service quality refers to

- a) Conformance to specification
- b) Customer satisfaction
- c) Customer delight
- d) The gap between customer expectations and perceptions of performance

Question Number : 48 Question Id : 4165298428 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

In a hotel, if a room is vacant the revenue for that room is lost for that particular night. What characteristic of services is this related to?

- a) Intagibility
- b) Heterogeneity
- c) Perishability
- d) Simultaneity

Question Number : 49 Question Id : 4165298429 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

When customers assess the quality of a service, they compare

- a) Actual performance of service
- b) Their perception of performance
- c) Competitor's quality
- d) Reliability and responsiveness of service

Question Number : 50 Question Id : 4165298430 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Pre KAM stage firms focus on

- a) Developing synergy
- b) Providing basic product and service
- c) Elevating customers to the next stage
- d) None of the above

Question Number : 51 Question Id : 4165298431 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

State True or False:

- (1) Service accounts usually consist of customers who buy products and services on a regular basis, in small quantities.
- (2) The leadership team is usually involved in managing strategic accounts.
- a) (1) True, (2) True
 - b) (1) True, (2) False
 - c) (1) False, (2) True
 - d) (1) False, (2) False

Question Number : 52 Question Id : 4165298432 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

A software company has 1000 B2B customers. About 10% of the customers account for 90% of the revenues. 150% profits come from 5% of the customers. 10% of the customers are loss making customers, and they wipe away 50% of the profits. How many customers should be treated as strategic accounts?

- a) 20-40
- b) 40-60
- c) 80-120
- d) 200-250

Question Number : 53 Question Id : 4165298433 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Customer value can be increased by

- a) Increasing benefits
- b) Reducing customers costs
- c) Reducing the purchase price
- d) All of the above

Question Number : 54 Question Id : 4165298434 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

In businesses that enjoy a membership type relationship, customers:

- a) Switch often
- b) Stay with the firm for a relatively longer time
- c) May not switch, but are constantly looking for other options
- d) None of the above

Question Number : 55 Question Id : 4165298435 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

What is the third step in the IDIC framework?

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

Question Number : 56 Question Id : 4165298436 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

At what stage in the ladder of loyalty do CRM and marketing overlap?

- a) Prospect
- b) Customer
- c) Client
- d) Supporter

Question Number : 57 Question Id : 4165298437 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Membership services such as banking, club, fixed line telephone etc. make:

- a) It easy for a customer to switch
- b) Do not add much value to the customer
- c) Make it more difficult, if not impossible for the customer to switch
- d) None of the above

Question Number : 58 Question Id : 4165298438 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Which one of the following is NOT a level of customer bond, as identified by Berry and Parasuraman?

- a) Financial Bonds
- b) Social Bonds
- c) Structural Bonds
- d) None of the above

Question Number : 59 Question Id : 4165298439 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Former customers who are dissatisfied with the product owing to poor quality or availability of better products are

- a) Service defectors
- b) Price defectors
- c) Product defectors
- d) None of the above

Question Number : 60 Question Id : 4165298440 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Which one of the following alternatives is a "structural bond" as defined by Berry and Parasuraman (1991) in their classification of different level of bonds?

- a) Volume and frequency rewards
- b) Personal relationships
- c) Integrated information systems
- d) Customer intimacy

Question Number : 61 Question Id : 4165298441 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Stable pricing can be classified as:

- a) Financial Bonds
- b) Social Bonds
- c) Structural Bonds
- d) Customization Bonds

Question Number : 62 Question Id : 4165298442 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

In general at what stage of the ladder of loyalty do we have maximum defections?

- a) Prospect to customer
- b) Customer to client
- c) Client to supporter
- d) Supporter to advocate

Question Number : 63 Question Id : 4165298443 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Which of the following capabilities is not a part of the Customer Service and Support (CSS) solutions?

- a) Multiple channel access
- b) Solutions knowledge base
- c) Contract and warranty management
- d) Segmentation activity

Question Number : 64 Question Id : 4165298444 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Which of the following factors need to be considered carefully prior to purchasing a technology solution for CRM?

- a) Functionality provided by the solution
- b) Compatibility with the existing IT infrastructure
- c) Scalability
- d) All of the above

Question Number : 65 Question Id : 4165298445 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

A retailer plans to launch a loyalty program. As a consultant, what kind of a loyalty program will you recommend to the manager?

- (a) The one that offers 10% discount on every purchase to all customers
 - (b) The one that improves retention rate of profitable customers by 20%
 - (c) The one that attracts price sensitive customers
 - (d) The one that recognizes and rewards high value customers
- a) Only (a)
 - b) (a) and (b)
 - c) (b) and (d)
 - d) (a), (b) and (c)

Question Number : 66 Question Id : 4165298446 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

In customization, only the product can be customized.

- a) Agree
- b) Disagree

Question Number : 67 Question Id : 4165298447 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Owing to increasing demand from emerging economies, the focus of traditional MNCs from developed countries is on capacity creation.

- a) Agree
- b) Disagree

Question Number : 68 Question Id : 4165298448 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Cognitive dissonance is likely to occur after purchase of high involvement products.

- a) Agree
- b) Disagree

Question Number : 69 Question Id : 4165298449 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Over the last few years, customer expectations are rising, owing to - increasing affluence, greater awareness, customer diversity.

- a) Agree
- b) Disagree

Question Number : 70 Question Id : 4165298450 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Perceived indifference, dissatisfaction, better offers from competitors are some of the reasons why customers defect.

- a) Agree
- b) Disagree

Question Number : 71 Question Id : 4165298451 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

In a growing industry, if a customer defects, the impact of customer defection is likely to be more as compared to a mature industry.

- a) Agree
- b) Disagree

Question Number : 72 Question Id : 4165298452 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Satisfaction surveys focus on measuring satisfaction. As a result, it becomes difficult to understand the entire gamut of relationship that a company enjoys with its customers.

- a) Agree
- b) Disagree

Question Number : 73 Question Id : 4165298453 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

For an organization to be customer-centric, only the top management needs to be involved.

- a) Agree
- b) Disagree

**Question Number : 74 Question Id : 4165298454 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical**

Correct Marks : 2 Wrong Marks : 0

In a growing industry, both attraction and retention are equally important.

- a) Agree
- b) Disagree

**Question Number : 75 Question Id : 4165298455 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical**

Correct Marks : 2 Wrong Marks : 0

The organizational structure plays a crucial role in building relationships with customers

- a) Agree
- b) Disagree