

# National Testing Agency

<b>Question Paper Name :</b>	Customer Relationship Management 29 Sep 20 Shift 1
<b>Subject Name :</b>	Customer Relationship Management
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<b>Display Marks:</b>	Yes

## Customer Relationship Management

<b>Group Number :</b>	1
<b>Group Id :</b>	899514114
<b>Group Maximum Duration :</b>	0
<b>Group Minimum Duration :</b>	120
<b>Show Attended Group? :</b>	No
<b>Edit Attended Group? :</b>	No
<b>Break time :</b>	0
<b>Group Marks :</b>	100
<b>Is this Group for Examiner? :</b>	No

## Customer Relationship Management-1

<b>Section Id :</b>	899514145
<b>Section Number :</b>	1
<b>Section type :</b>	Online
<b>Mandatory or Optional :</b>	Mandatory
<b>Number of Questions :</b>	50
<b>Number of Questions to be attempted :</b>	50

<b>Section Marks :</b>	75
<b>Mark As Answered Required? :</b>	Yes
<b>Sub-Section Number :</b>	1
<b>Sub-Section Id :</b>	899514186
<b>Question Shuffling Allowed :</b>	Yes

**Question Number : 1 Question Id : 8995149935 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**  
**Correct Marks : 1.5 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?

1. Customer Markets
2. Referral Markets
3. Internal Markets
4. External Markets

**Options :**

89951439022. 1  
89951439023. 2  
89951439024. 3  
89951439025. 4

**Question Number : 2 Question Id : 8995149936 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**  
**Correct Marks : 1.5 Wrong Marks : 0**

Curating the customer database is which step in IDIC framework?

1. Differentiate
2. Identify
3. Customize
4. Interact

**Options :**

89951439026. 1  
89951439027. 2  
89951439028. 3  
89951439029. 4

**Question Number : 3 Question Id : 8995149937 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1.5 Wrong Marks : 0**

Customer can be differentiated on the basis of?

1. Purchase power
2. Brand awareness
3. Needs & Values
4. Values alone

**Options :**

89951439030. 1  
89951439031. 2  
89951439032. 3  
89951439033. 4

**Question Number : 4 Question Id : 8995149938 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1.5 Wrong Marks : 0**

Which among these will not count as customer interaction ?

1. Contact center
2. Personal interactions
3. Social media survey questionnaires
4. Mass media promotion

**Options :**

89951439034. 1  
89951439035. 2  
89951439036. 3  
89951439037. 4

**Question Number : 5 Question Id : 8995149939 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1.5 Wrong Marks : 0**

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

1. Advertisement
2. Personal Interactions
3. Customer Survey
4. Contact Centers

**Options :**

89951439038. 1  
89951439039. 2

89951439040. 3

89951439041. 4

**Question Number : 6 Question Id : 8995149940 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1.5 Wrong Marks : 0**

Which among the following marketing mix elements can be customized ?

1. Product & price
2. Promotion & place
3. Process, people, and physical evidence
4. All of the above

**Options :**

89951439042. 1

89951439043. 2

89951439044. 3

89951439045. 4

**Question Number : 7 Question Id : 8995149941 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1.5 Wrong Marks : 0**

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

1. Marketers
2. Supporter
3. Advocate
4. Partner

**Options :**

89951439046. 1

89951439047. 2

89951439048. 3

89951439049. 4

**Question Number : 8 Question Id : 8995149942 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1.5 Wrong Marks : 0**

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

1. Partner
2. Advocate
3. SBU
4. Stockist

**Options :**

89951439050. 1  
89951439051. 2  
89951439052. 3  
89951439053. 4

**Question Number : 9 Question Id : 8995149943 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1.5 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?

1. Prospect
2. Customer
3. Supporter
4. Advocate

**Options :**

89951439054. 1  
89951439055. 2  
89951439056. 3  
89951439057. 4

**Question Number : 10 Question Id : 8995149944 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1.5 Wrong Marks : 0**

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

1. Advocate
2. Partners
3. Supporter
4. None

**Options :**

89951439058. 1  
89951439059. 2

89951439060. 3

89951439061. 4

**Question Number : 11 Question Id : 8995149945 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

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

1. Social bond
2. Financial bond
3. Customization bond
4. Structural bond

**Options :**

89951439062. 1

89951439063. 2

89951439064. 3

89951439065. 4

**Question Number : 12 Question Id : 8995149946 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

What kind of customers normally get attracted by financial incentives?

1. Bargain hunter
2. Price sensitive
3. Brand loyal
4. Both 1 & 2

**Options :**

89951439066. 1

89951439067. 2

89951439068. 3

89951439069. 4

**Question Number : 13 Question Id : 8995149947 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

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

1. Bad mouth the offering when discounts are discontinued
2. Susceptible to switching
3. Have low lifetime value
4. All the above

**Options :**

89951439070. 1

89951439071. 2

89951439072. 3

89951439073. 4

**Question Number : 14 Question Id : 8995149948 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1.5 Wrong Marks : 0**

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

1. Financial Bond
2. Social Bond
3. Structural Bond
4. Customization Bond

**Options :**

89951439074. 1

89951439075. 2

89951439076. 3

89951439077. 4

**Question Number : 15 Question Id : 8995149949 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1.5 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?

1. Social Bond
2. Financial Bond
3. Customization Bond
4. Structural Bond

**Options :**

89951439078. 1

89951439079. 2

89951439080. 3

89951439081. 4

**Question Number : 16 Question Id : 8995149950 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

What is the key element for structural bonds ?

1. Value
2. Trust
3. Price
4. Brand

**Options :**

89951439082. 1

89951439083. 2

89951439084. 3

89951439085. 4

**Question Number : 17 Question Id : 8995149951 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 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?

1. Customer retention
2. Customer attraction
3. Customer Defection
4. Customer loyalty

**Options :**

89951439086. 1

89951439087. 2

89951439088. 3

89951439089. 4

**Question Number : 18 Question Id : 8995149952 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**



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

1. Customer equity
2. Lifetime Value
3. Net Promoter Score
4. Brand Equity

**Options :**

89951439090. 1  
89951439091. 2  
89951439092. 3  
89951439093. 4

**Question Number : 19 Question Id : 8995149953 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

Which marketing concept emphasis more on Unique Selling Proposition ?

1. Segment Centric
2. Product Centric
3. Customer centric
4. Sales centric

**Options :**

89951439094. 1  
89951439095. 2  
89951439096. 3  
89951439097. 4

**Question Number : 20 Question Id : 8995149954 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

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

1. Peter F Drucker
2. Philip Kotler
3. Micheael Porter
4. C K Prahalad

**Options :**

89951439098. 1  
89951439099. 2

89951439100. 3

89951439101. 4

**Question Number : 21 Question Id : 8995149955 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 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 ?

1. Sales concept
2. Product concept
3. Marketing concept
4. Customer centricity

**Options :**

89951439102. 1

89951439103. 2

89951439104. 3

89951439105. 4

**Question Number : 22 Question Id : 8995149956 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 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 ?

1. Share of wallet
2. Market Share
3. Mindshare
4. Customer share

**Options :**

89951439106. 1

89951439107. 2

89951439108. 3

89951439109. 4

**Question Number : 23 Question Id : 8995149957 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

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

1. Economies of scope
2. Economies of scale
3. Differentiation
4. Focus

**Options :**

89951439110. 1  
89951439111. 2  
89951439112. 3  
89951439113. 4

**Question Number : 24 Question Id : 8995149958 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
Correct Marks : 1.5 Wrong Marks : 0**

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

1. Healthcare
2. Hospitality
3. Retailing
4. Airlines

**Options :**

89951439114. 1  
89951439115. 2  
89951439116. 3  
89951439117. 4

**Question Number : 25 Question Id : 8995149959 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
Correct Marks : 1.5 Wrong Marks : 0**

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

1. Financial accounting
2. Adhoc costing
3. Standard costing
4. Activity based costing

**Options :**

89951439118. 1  
89951439119. 2  
89951439120. 3

89951439121. 4

**Question Number : 26 Question Id : 8995149960 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

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

1. Equity
2. Value
3. Loyalty
4. Quality

**Options :**

89951439122. 1

89951439123. 2

89951439124. 3

89951439125. 4

**Question Number : 27 Question Id : 8995149961 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

Which driver of customer equity is objective in nature ?

1. Relationship Equity
2. Brand Equity
3. Value Equity
4. None of the above

**Options :**

89951439126. 1

89951439127. 2

89951439128. 3

89951439129. 4

**Question Number : 28 Question Id : 8995149962 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

Which driver of customer equity is subjective in nature ?

1. Brand Equity
2. Relationship Equity
3. Value Equity
4. None of the above

**Options :**

89951439130. 1

89951439131. 2

89951439132. 3

89951439133. 4

**Question Number : 29 Question Id : 8995149963 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1.5 Wrong Marks : 0**

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

1. Value Equity
2. Price equity
3. Brand Equity
4. Relationship Equity

**Options :**

89951439134. 1

89951439135. 2

89951439136. 3

89951439137. 4

**Question Number : 30 Question Id : 8995149964 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1.5 Wrong Marks : 0**

A stronger \_\_\_\_\_ will help you increase your customers' overall lifetime Value

1. Relationship Equity
2. Brand Equity
3. Value Equity
4. Customer Equity

**Options :**

89951439138. 1

89951439139. 2

89951439140. 3

89951439141. 4

**Question Number : 31 Question Id : 8995149965 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

Conformance to specifications is a commonly used notion to explain ?

1. Trust
2. Quality of goods
3. Value
4. Customer Satisfaction

**Options :**

89951439142. 1

89951439143. 2

89951439144. 3

89951439145. 4

**Question Number : 32 Question Id : 8995149966 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

perceived service quality  $PSQ = P - ?$

1. Desires
2. Satisfaction
3. Expectation
4. Delight

**Options :**

89951439146. 1

89951439147. 2

89951439148. 3

89951439149. 4

**Question Number : 33 Question Id : 8995149967 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

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

1. Reliability
2. Tangibles
3. Responsiveness
4. Assurance

**Options :**

89951439150. 1  
89951439151. 2  
89951439152. 3  
89951439153. 4

**Question Number : 34 Question Id : 8995149968 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

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

1. Frontline employees
2. Stockist
3. Manager
4. Chief Marketing Officer

**Options :**

89951439154. 1  
89951439155. 2  
89951439156. 3  
89951439157. 4

**Question Number : 35 Question Id : 8995149969 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

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

1. Responsiveness
2. Reliability
3. Tangibles
4. Assurance

**Options :**

89951439158. 1

89951439159. 2

89951439160. 3

89951439161. 4

**Question Number : 36 Question Id : 8995149970 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

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

1. Inseparability
2. Heterogeneity
3. Intangibility
4. Perishability

**Options :**

89951439162. 1

89951439163. 2

89951439164. 3

89951439165. 4

**Question Number : 37 Question Id : 8995149971 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

The Dabbawalas of Bombay is an outstanding example of ?

1. TQM
2. Zero defect
3. Quality Circles
4. Service Quality

**Options :**

89951439166. 1

89951439167. 2

89951439168. 3

89951439169. 4

**Question Number : 38 Question Id : 8995149972 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 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 ?

1. CRM
2. Service Quality
3. Assurance
4. Service Guarantee

**Options :**

89951439170. 1

89951439171. 2

89951439172. 3

89951439173. 4

**Question Number : 39 Question Id : 8995149973 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

Who faces a skewed market in B2B markets?

1. Buyers
2. Sellers
3. Intermediaries
4. Retailers

**Options :**

89951439174. 1

89951439175. 2

89951439176. 3

89951439177. 4

**Question Number : 40 Question Id : 8995149974 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 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 \_\_\_\_\_?

1. Fluctuating demand
2. Derived Demand
3. Direct demand
4. Independent demand

**Options :**

89951439178. 1  
89951439179. 2  
89951439180. 3  
89951439181. 4

**Question Number : 41 Question Id : 8995149975 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
Correct Marks : 1.5 Wrong Marks : 0**

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

1. Fluctuating Demand
2. Direct Demand
3. Derived Demand
4. Independent Demand

**Options :**

89951439182. 1  
89951439183. 2  
89951439184. 3  
89951439185. 4

**Question Number : 42 Question Id : 8995149976 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
Correct Marks : 1.5 Wrong Marks : 0**

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

1. Commercial
2. Technical
3. Impulse purchase
4. Value analysis

**Options :**

89951439186. 1  
89951439187. 2  
89951439188. 3  
89951439189. 4

**Question Number : 43 Question Id : 8995149977 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
Correct Marks : 1.5 Wrong Marks : 0**

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

1. Straight rebuy
2. Modified rebuy
3. New task situation
4. None of the above

**Options :**

89951439190. 1

89951439191. 2

89951439192. 3

89951439193. 4

**Question Number : 44 Question Id : 8995149978 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1.5 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?

1. New task situation
2. Modified rebuy
3. Straight rebuy
4. Project purchase

**Options :**

89951439194. 1

89951439195. 2

89951439196. 3

89951439197. 4

**Question Number : 45 Question Id : 8995149979 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1.5 Wrong Marks : 0**

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

1. Modified rebuy
2. Straight rebuy
3. New task situation
4. Project purchase

**Options :**

89951439198. 1

89951439199. 2

89951439200. 3

89951439201. 4

**Question Number : 46 Question Id : 8995149980 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 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?

1. Purchase department
2. Lecturer
3. Finance
4. Management

**Options :**

89951439202. 1

89951439203. 2

89951439204. 3

89951439205. 4

**Question Number : 47 Question Id : 8995149981 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

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

1. Stockist
2. Distributors
3. End consumer
4. Retailers

**Options :**

89951439206. 1

89951439207. 2

89951439208. 3

89951439209. 4

**Question Number : 48 Question Id : 8995149982 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

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

1. Campaign management
2. Employee management
3. Sales force automation
4. Customer service and support

**Options :**

89951439210. 1

89951439211. 2

89951439212. 3

89951439213. 4

**Question Number : 49 Question Id : 8995149983 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

Which among the following is focused on marketing?

1. Sales force automation
2. Campaign management
3. CSS
4. Revenue management

**Options :**

89951439214. 1

89951439215. 2

89951439216. 3

89951439217. 4

**Question Number : 50 Question Id : 8995149984 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

Which among the following is sales focused ?

1. CSS
2. Sales Force Automation
3. Campaign Management
4. Supply chain management

**Options :**

89951439218. 1  
89951439219. 2  
89951439220. 3  
89951439221. 4

## Customer Relationship Management-2

Section Id :	899514146
Section Number :	2
Section type :	Online
Mandatory or Optional :	Mandatory
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Sub-Section Id :	899514187
Question Shuffling Allowed :	Yes

**Question Number : 51 Question Id : 8995149985 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
Correct Marks : 1 Wrong Marks : 0**

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

1. Awareness
2. Actions
3. Evaluation
4. Promote

**Options :**

89951439222. 1  
89951439223. 2  
89951439224. 3  
89951439225. 4

**Question Number : 52 Question Id : 8995149986 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**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 \_\_\_\_\_

1. People, Processes
2. Processes, People
3. Price, People
4. People, Systems & Processes

**Options :**

89951439226. 1  
89951439227. 2  
89951439228. 3  
89951439229. 4

**Question Number : 53 Question Id : 8995149987 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 \_\_\_\_\_ ?

1. Contact Management
2. Account Management
3. Sales Force Automation
4. Sales Project Execution

**Options :**

89951439230. 1  
89951439231. 2  
89951439232. 3  
89951439233. 4

**Question Number : 54 Question Id : 8995149988 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 ?

1. Key account management
2. Account Management
3. Campaign management
4. Territory Management

**Options :**

- 89951439234. 1
- 89951439235. 2
- 89951439236. 3
- 89951439237. 4

**Question Number : 55 Question Id : 8995149989 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

- 1. Sales Force Automation
- 2. Campaign Management
- 3. Customer Service and Support
- 4. Key Account Management

**Options :**

- 89951439238. 1
- 89951439239. 2
- 89951439240. 3
- 89951439241. 4

**Question Number : 56 Question Id : 8995149990 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

- 1. Customer Service and Support
- 2. Response Management System
- 3. Key Account Management
- 4. Sales Response Automation

**Options :**

- 89951439242. 1
- 89951439243. 2
- 89951439244. 3
- 89951439245. 4



**Question Number : 57 Question Id : 8995149991 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. Service Attitude
2. Skill
3. Knowledge
4. Empathy

**Options :**

89951439246. 1  
89951439247. 2  
89951439248. 3  
89951439249. 4

**Question Number : 58 Question Id : 8995149992 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. Internal Marketing
2. Service Profit Chain
3. Employee Motivation
4. Employee Loyalty

**Options :**

89951439250. 1  
89951439251. 2  
89951439252. 3  
89951439253. 4

**Question Number : 59 Question Id : 8995149993 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which among the following is a membership business?

1. AirAsia
2. Taj Hotel
3. Café Coffee Day (CCD)
4. ICICI Bank

**Options :**

89951439254. 1  
89951439255. 2  
89951439256. 3  
89951439257. 4

**Question Number : 60 Question Id : 8995149994 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
Correct Marks : 1 Wrong Marks : 0**

Customers have positive predispositions towards your brand when they have \_\_\_\_\_?

1. Behavioral loyalty
2. Attitudinal loyalty
3. Brand Identity
4. Brand image

**Options :**

89951439258. 1  
89951439259. 2  
89951439260. 3  
89951439261. 4

**Question Number : 61 Question Id : 8995149995 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
Correct Marks : 1 Wrong Marks : 0**

Repeat purchase is a kind of ?

1. Behavioral loyalty
2. Attitudinal loyalty
3. Brand Identity
4. Brand image

**Options :**

89951439262. 1  
89951439263. 2  
89951439264. 3  
89951439265. 4

**Question Number : 62 Question Id : 8995149996 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
Correct Marks : 1 Wrong Marks : 0**

Which business will find it easier to build social bonds?

1. General physicians/ Family Doctors
2. Mobile Service Companies
3. E-Commerce Companies
4. Credit card companies

**Options :**

89951439266. 1

89951439267. 2

89951439268. 3

89951439269. 4

**Question Number : 63 Question Id : 8995149997 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 ?

1. Switching
2. Satisfaction
3. Trust
4. Commitment

**Options :**

89951439270. 1

89951439271. 2

89951439272. 3

89951439273. 4

**Question Number : 64 Question Id : 8995149998 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. Airline
2. Banking
3. Hotels and resorts
4. Telecom

**Options :**

89951439274. 1

89951439275. 2

89951439276. 3

89951439277. 4

**Question Number : 65 Question Id : 8995149999 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. Airlines
2. Hospitality
3. Banking and Financial services
4. Healthcare

**Options :**

89951439278. 1

89951439279. 2

89951439280. 3

89951439281. 4

**Question Number : 66 Question Id : 89951410000 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Can we use customer information to differentiate them ?

1. Yes
2. No
3. Maybe
4. None of the above

**Options :**

89951439282. 1

89951439283. 2

89951439284. 3

89951439285. 4

**Question Number : 67 Question Id : 89951410001 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. Territory Management
2. Key Account Management
3. Project Management
4. Relationship Marketing

**Options :**

89951439286. 1  
89951439287. 2  
89951439288. 3  
89951439289. 4

**Question Number : 68 Question Id : 89951410002 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. Pre-KAM
2. Post-KAM
3. Mid-KAM
4. None

**Options :**

89951439290. 1  
89951439291. 2  
89951439292. 3  
89951439293. 4

**Question Number : 69 Question Id : 89951410003 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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?

1. Early
2. Mid
3. Partnership
4. Synergistic

**Options :**

89951439294. 1  
89951439295. 2  
89951439296. 3  
89951439297. 4

**Question Number : 70 Question Id : 89951410004 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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

1. Mid-KAM
2. Partnership
3. Synergistic
4. Excellence of KAM

**Options :**

89951439298. 1  
89951439299. 2  
89951439300. 3  
89951439301. 4

**Question Number : 71 Question Id : 89951410005 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Who is the most common target for marketing efforts?

1. Prospect
2. End user
3. Advocate
4. Partner

**Options :**

89951439302. 1  
89951439303. 2  
89951439304. 3  
89951439305. 4

**Question Number : 72 Question Id : 89951410006 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

A prospect can get converted into \_\_\_\_\_

1. Advocate
2. Customer
3. Partner
4. Supporter

**Options :**

89951439306. 1  
89951439307. 2  
89951439308. 3  
89951439309. 4

**Question Number : 73 Question Id : 89951410007 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

The decision making process is much \_\_\_\_\_ in business market than consumer market

1. Simple
2. Complex
3. Impulsive
4. None of the above

**Options :**

89951439310. 1  
89951439311. 2  
89951439312. 3  
89951439313. 4

**Question Number : 74 Question Id : 89951410008 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ play a critical role in winning the marketplace by working closely with organization especially in product development

1. Investors
2. IT support
3. Intermediaries
4. Customers

**Options :**

89951439314. 1

89951439315. 2

89951439316. 3

89951439317. 4

**Question Number : 75 Question Id : 89951410009 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ are the ones who recommends our offerings.

1. Detractors
2. Passives
3. Promoter
4. All the above

**Options :**

89951439318. 1

89951439319. 2

89951439320. 3

89951439321. 4