

Section 1 - Section One

1) Which among these will not count as customer interaction?

- A) Social media survey questionnaires
 - B) Contact center
 - C) Personal interactions
 - D) Mass media promotion
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2) 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) Financial Bond
 - B) Structural Bond
 - C) Customization Bond
 - D) Social Bond
-

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

- A) Fluctuating Demand
 - B) Independent Demand
 - C) Derived Demand
 - D) Direct Demand
-

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

- A) Brand Equity
- B) Customer Equity
- C) Relationship Equity
- D) Value Equity

5) Which among the following marketing mix elements can be customized?

- A) Product and price
 - B) Process, people, and physical evidence
 - C) Promotion and place
 - D) All of the above
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6) Customer can be differentiated on the basis of?

- A) Needs and Values
 - B) Values alone
 - C) Purchase power
 - D) Brand awareness
-

7) The Dabbawalas of Bombay is an outstanding example of?

- A) TQM
 - B) Quality Circles
 - C) Service Quality
 - D) Zero defect
-

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

- A) Social bond
 - B) Financial bond
 - C) Customization bond
 - D) Structural bond
-

9) Curating the customer database is which step in IDIC framework?

- A) Interact
- B) Identify
- C) Differentiate
- D) Customize

10) Which marketing concept emphasis more on Unique Selling Proposition?

- A) Customer centric
 - B) Product Centric
 - C) Segment Centric
 - D) Sales centric
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11) Which among the following cannot be used for knowledge acquisitions by marketers?

- A) Personal Interactions
 - B) Contact Centers
 - C) Advertisement
 - D) Customer Survey
-

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

- A) Perishability
 - B) Inseparability
 - C) Intangibility
 - D) Heterogeneity
-

13) 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
-

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

- A) Philip Kotler
- B) Micheael Porter
- C) C K Prahalad
- D) Peter F Drucker

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

- A) Project purchase
 - B) Straight rebuy
 - C) New task situation
 - D) Modified rebuy
-

16) What kind of customers normally get attracted by financial incentives?

- A) Bargain hunter
 - B) Brand loyal
 - C) Price sensitive
 - D) Both A and B
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17) Which equity refers to the customer's affinity towards the company or the brand?

- A) Relationship Equity
 - B) Brand Equity
 - C) Price equity
 - D) Value Equity
-

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

- A) Bad mouth the offering when discounts are discontinued
 - B) Have low lifetime value
 - C) Susceptible to switching
 - D) All the above
-

19) 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) Service Quality
- B) CRM
- C) Assurance
- D) Service Guarantee

20) Who faces a skewed market in B2B markets?

- A) Retailers
 - B) Sellers
 - C) Buyers
 - D) Intermediaries
-

21) 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) Market Share
 - B) Customer share
 - C) Share of wallet
 - D) Mindshare
-

22) 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 attraction
 - B) Customer Defection
 - C) Customer loyalty
 - D) Customer retention
-

23) Which among the following is focused on marketing?

- A) Revenue management
- B) Sales force automation
- C) CSS
- D) Campaign management

24) 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) Advocate
 - B) Customer
 - C) Supporter
 - D) Prospect
-

25) Conformance to specifications is a commonly used notion to explain?

- A) Trust
 - B) Value
 - C) Quality of goods
 - D) Customer Satisfaction
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26) Which among the following is sales focused?

- A) Sales Force Automation
 - B) CSS
 - C) Campaign Management
 - D) Supply chain management
-

27) Which driver of customer equity is objective in nature?

- A) None of the above
 - B) Brand Equity
 - C) Value Equity
 - D) Relationship Equity
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28) We see a lot of Free Individual Travellers in which industry?

- A) Healthcare
- B) Airlines
- C) Hospitality
- D) Retailing

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

- A) Partner
 - B) Stockist
 - C) SBU
 - D) Advocate
-

30) In your college, your lecturer requests management to arrange the projector to enable the digital 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) Lecturer
 - B) Finance
 - C) Purchase department
 - D) Management
-

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

- A) Technical
 - B) Value analysis
 - C) Impulse purchase
 - D) Commercial
-

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

- A) Customer service and support
- B) Campaign management
- C) Employee management
- D) Sales force automation

33) The net percentage of customers who recommend a brand is used to estimate ____?

- A) Lifetime Value
 - B) Customer equity
 - C) Brand Equity
 - D) Net Promoter Score
-

34) What is the key element for structural bonds?

- A) Value
 - B) Brand
 - C) Trust
 - D) Price
-

35) 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) Marketing concept
 - B) Customer centricity
 - C) Product concept
 - D) Sales concept
-

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

- A) New task situation
 - B) Modified rebuy
 - C) Straight rebuy
 - D) Project purchase
-

37) 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
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38) Who among the following gets actively involved in decisions that help the firm?

- A) Partners
 - B) Supporter
 - C) None
 - D) Advocate
-

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

- A) Focus
 - B) Differentiation
 - C) Economies of scale
 - D) Economies of scope
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40) Who helps maintain a positive image of your offerings through word of mouth (WOM)?

- A) Supporter
 - B) Advocate
 - C) Marketers
 - D) Partner
-

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

- A) Quality
 - B) Equity
 - C) Loyalty
 - D) Value
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42) Repeating the purchase order without changes in price and specifications is classified as?

- A) Modified rebuy
- B) Straight rebuy
- C) New task situation
- D) None of the above

43) 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) Referral Markets
 - B) Internal Markets
 - C) External Markets
 - D) Customer Markets
-

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

- A) Reliability
 - B) Responsiveness
 - C) Assurance
 - D) Tangibles
-

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

- A) Assurance
 - B) Reliability
 - C) Tangibles
 - D) Responsiveness
-

46) perceived service quality $PSQ = P - ?$

- A) Delight
 - B) Satisfaction
 - C) Desires
 - D) Expectation
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47) Which driver of customer equity is subjective in nature?

- A) Relationship Equity
 - B) Value Equity
 - C) Brand Equity
 - D) None of the above
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48) 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
-

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

- A) Customization Bond
 - B) Social Bond
 - C) Financial Bond
 - D) Structural Bond
-

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

- A) End consumer
- B) Stockist
- C) Distributors
- D) Retailers

Section 2 - Section Two

51) A prospect can get converted into _____

- A) Supporter
 - B) Partner
 - C) Customer
 - D) Advocate
-

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

- A) Skill
 - B) Service Attitude
 - C) Empathy
 - D) Knowledge
-

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

- A) Hospitality
 - B) Healthcare
 - C) Banking and Financial services
 - D) Airlines
-

54) _____ play a critical role in winning the marketplace by working closely with organization especially in product development

- A) Customers
- B) Intermediaries
- C) Investors
- D) IT support

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

- A) Hotels and resorts
 - B) Banking
 - C) Airline
 - D) Telecom
-

56) Which among the following is a membership business?

- A) Taj Hotel
 - B) ICICI Bank
 - C) Café Coffee Day (CCD)
 - D) AirAsia
-

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

- A) Sales Response Automation
 - B) Customer Service and Support
 - C) Response Management System
 - D) Key Account Management
-

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

- A) Brand Identity
 - B) Behavioural loyalty
 - C) Attitudinal loyalty
 - D) Brand image
-

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

- A) Sales Force Automation
- B) Customer Service and Support
- C) Campaign Management
- D) Key Account Management

60) 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) Excellence of KAM
 - B) Mid-KAM
 - C) Partnership
 - D) Synergistic
-

61) The decision making process is much_____ in business market than consumer market

- A) Impulsive
 - B) Complex
 - C) Simple
 - D) None of the above
-

62) Sales Force Automation sometimes proves to be difficult because it has a lot more dependence on_____ and less on_____

- A) Price, People
 - B) People, Processes
 - C) Processes, People
 - D) People, Systems and Processes
-

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

- A) Employee Loyalty
 - B) Internal Marketing
 - C) Service Profit Chain
 - D) Employee Motivation
-

64) Can we use customer information to differentiate them?

- A) None of the above
 - B) Yes
 - C) No
 - D) Maybe
-

65) Repeat purchase is a kind of?

- A) Brand Identity
 - B) Brand image
 - C) Behavioural loyalty
 - D) Attitudinal loyalty
-

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

- A) Satisfaction
 - B) Switching
 - C) Trust
 - D) Commitment
-

67) Which business will find it easier to build social bonds?

- A) Mobile Service Companies
 - B) E-Commerce Companies
 - C) General physicians/Family Doctors
 - D) Credit card companies
-

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

- A) Actions
 - B) Awareness
 - C) Evaluation
 - D) Promote
-

69) _____ 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

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

- A) Territory Management
 - B) Campaign management
 - C) Key account management
 - D) Account Management
-

71) _____ are the ones who recommends our offerings.

- A) Promoter
 - B) Passives
 - C) All the above
 - D) Detractors
-

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

- A) Sales Project Execution
 - B) Account Management
 - C) Sales Force Automation
 - D) Contact Management
-

73) Who is the most common target for marketing efforts?

- A) Advocate
 - B) End user
 - C) Prospect
 - D) Partner
-

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

- A) Mid-KAM
 - B) Post-KAM
 - C) None
 - D) Pre-KAM
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75) You see your business customer displaying much higher level of commitment, partnership and desire for co-destiny is typically in _____ stage?

- A) Synergistic
- B) Early
- C) Partnership
- D) Mid

Answer Keys**Question Paper No: 60870_5**

1	D	26	A	51	C
2	C	27	C	52	B
3	A	28	C	53	C
4	B	29	D	54	B
5	D	30	D	55	A
6	A	31	C	56	B
7	D	32	C	57	B
8	B	33	D	58	C
9	B	34	C	59	B
10	B	35	B	60	D
11	C	36	A	61	B
12	D	37	A	62	D
13	B	38	A	63	C
14	D	39	C	64	B
15	D	40	A	65	C
16	D	41	D	66	D
17	A	42	B	67	C
18	D	43	D	68	A
19	D	44	B	69	B
20	B	45	B	70	D
21	A	46	D	71	A
22	B	47	C	72	C
23	D	48	D	73	C
24	A	49	B	74	D
25	C	50	A	75	D