

National Testing Agency

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| Question Paper Name : | Customer Relationship Management 25th March 2021 Shift 2 |
| Subject Name : | Customer Relationship Management |
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| Total Marks : | 100 |
| Display Marks: | Yes |

Customer Relationship Management

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|--------------------------------------|-----------|
| Group Number : | 1 |
| Group Id : | 512452146 |
| Group Maximum Duration : | 0 |
| Group Minimum Duration : | 120 |
| Show Attended Group? : | No |
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| Break time : | 0 |
| Group Marks : | 100 |
| Is this Group for Examiner? : | No |

Customer Relationship Management 1

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|--|-----------|
| Section Id : | 512452790 |
| Section Number : | 1 |
| Section type : | Online |
| Mandatory or Optional : | Mandatory |
| Number of Questions : | 50 |
| Number of Questions to be attempted : | 50 |
| Section Marks : | 100 |
| Mark As Answered Required? : | Yes |
| Sub-Section Number : | 1 |
| Sub-Section Id : | 512452797 |
| Question Shuffling Allowed : | Yes |

Question Number : 1 Question Id : 51245212752 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 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 :

- 51245239177. 1
- 51245239178. 2
- 51245239179. 3
- 51245239180. 4

Question Number : 2 Question Id : 51245212753 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Curating the customer database is which step in IDIC framework?

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

Options :

- 51245239181. 1
- 51245239182. 2
- 51245239183. 3
- 51245239184. 4

Question Number : 3 Question Id : 51245212754 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Customer can be differentiated on the basis of?

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

Options :

- 51245239185. 1
- 51245239186. 2
- 51245239187. 3
- 51245239188. 4

Question Number : 4 Question Id : 51245212755 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which among these will NOT be counted as customer interaction ?

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

Options :

- 51245239189. 1
- 51245239190. 2
- 51245239191. 3
- 51245239192. 4

Question Number : 5 Question Id : 51245212756 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 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 :

- 51245239193. 1
- 51245239194. 2
- 51245239195. 3
- 51245239196. 4

Question Number : 6 Question Id : 51245212757 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 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 :

- 51245239197. 1
- 51245239198. 2
- 51245239199. 3
- 51245239200. 4

Question Number : 7 Question Id : 51245212758 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

- 51245239201. 1
- 51245239202. 2
- 51245239203. 3
- 51245239204. 4

Question Number : 8 Question Id : 51245212759 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

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

Options :

- 51245239205. 1
- 51245239206. 2
- 51245239207. 3
- 51245239208. 4

Question Number : 9 Question Id : 51245212760 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

- 51245239209. 1
- 51245239210. 2
- 51245239211. 3
- 51245239212. 4

Question Number : 10 Question Id : 51245212761 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

- 51245239213. 1
- 51245239214. 2
- 51245239215. 3
- 51245239216. 4

Question Number : 11 Question Id : 51245212762 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

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

Options :

- 51245239217. 1
- 51245239218. 2
- 51245239219. 3

51245239220. 4

Question Number : 12 Question Id : 51245212763 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 and 2

Options :

51245239221. 1

51245239222. 2

51245239223. 3

51245239224. 4

Question Number : 13 Question Id : 51245212764 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

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

Options :

51245239225. 1

51245239226. 2

51245239227. 3

51245239228. 4

Question Number : 14 Question Id : 51245212765 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

- 51245239229. 1
- 51245239230. 2
- 51245239231. 3
- 51245239232. 4

Question Number : 15 Question Id : 51245212766 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

- 51245239233. 1
- 51245239234. 2
- 51245239235. 3
- 51245239236. 4

Question Number : 16 Question Id : 51245212767 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

What is the key element for structural bonds ?

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

Options :

- 51245239237. 1
- 51245239238. 2
- 51245239239. 3
- 51245239240. 4

Question Number : 17 Question Id : 51245212768 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

- 51245239241. 1
- 51245239242. 2
- 51245239243. 3
- 51245239244. 4

Question Number : 18 Question Id : 51245212769 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

- 51245239245. 1
- 51245239246. 2
- 51245239247. 3
- 51245239248. 4

Question Number : 19 Question Id : 51245212770 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which marketing concept emphasizes more on Unique Selling Proposition ?

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

Options :

51245239249. 1

51245239250. 2

51245239251. 3

51245239252. 4

Question Number : 20 Question Id : 51245212771 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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. Michael Porter
4. C K Prahalad

Options :

51245239253. 1

51245239254. 2

51245239255. 3

51245239256. 4

Question Number : 21 Question Id : 51245212772 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

51245239257. 1

51245239258. 2

51245239259. 3

51245239260. 4

Question Number : 22 Question Id : 51245212773 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

- 51245239261. 1
- 51245239262. 2
- 51245239263. 3
- 51245239264. 4

Question Number : 23 Question Id : 51245212774 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

- 51245239265. 1
- 51245239266. 2
- 51245239267. 3
- 51245239268. 4

Question Number : 24 Question Id : 51245212775 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

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

Options :

- 51245239269. 1
- 51245239270. 2
- 51245239271. 3
- 51245239272. 4

Question Number : 25 Question Id : 51245212776 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

- 51245239273. 1
- 51245239274. 2
- 51245239275. 3
- 51245239276. 4

Question Number : 26 Question Id : 51245212777 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

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

Options :

- 51245239277. 1
- 51245239278. 2
- 51245239279. 3
- 51245239280. 4

Question Number : 27 Question Id : 51245212778 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

- 51245239281. 1
- 51245239282. 2
- 51245239283. 3
- 51245239284. 4

Question Number : 28 Question Id : 51245212779 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

- 51245239285. 1
- 51245239286. 2
- 51245239287. 3
- 51245239288. 4

Question Number : 29 Question Id : 51245212780 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

- 51245239289. 1
- 51245239290. 2
- 51245239291. 3
- 51245239292. 4

Question Number : 30 Question Id : 51245212781 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

- 51245239293. 1
- 51245239294. 2
- 51245239295. 3
- 51245239296. 4

Question Number : 31 Question Id : 51245212782 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

- 51245239297. 1
- 51245239298. 2
- 51245239299. 3
- 51245239300. 4

Question Number : 32 Question Id : 51245212783 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Perceived Service Quality PSQ = P - ?

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

Options :

- 51245239301. 1
- 51245239302. 2
- 51245239303. 3
- 51245239304. 4

Question Number : 33 Question Id : 51245212784 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

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

Options :

51245239305. 1

51245239306. 2

51245239307. 3

51245239308. 4

Question Number : 34 Question Id : 51245212785 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

51245239309. 1

51245239310. 2

51245239311. 3

51245239312. 4

Question Number : 35 Question Id : 51245212786 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

51245239313. 1

51245239314. 2

51245239315. 3

51245239316. 4

Question Number : 36 Question Id : 51245212787 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

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

Options :

51245239317. 1

51245239318. 2

51245239319. 3

51245239320. 4

Question Number : 37 Question Id : 51245212788 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The Dabbawalas of Bombay is an outstanding example of ?

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

Options :

51245239321. 1

51245239322. 2

51245239323. 3

51245239324. 4

Question Number : 38 Question Id : 51245212789 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

- 51245239325. 1
- 51245239326. 2
- 51245239327. 3
- 51245239328. 4

Question Number : 39 Question Id : 51245212790 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Who faces a skewed market in B2B markets?

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

Options :

- 51245239329. 1
- 51245239330. 2
- 51245239331. 3
- 51245239332. 4

Question Number : 40 Question Id : 51245212791 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Being an automobile spares parts manufacturer, the demand for your products depends on the 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 :

- 51245239333. 1
- 51245239334. 2

51245239335. 3

51245239336. 4

Question Number : 41 Question Id : 51245212792 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A 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 :

51245239337. 1

51245239338. 2

51245239339. 3

51245239340. 4

Question Number : 42 Question Id : 51245212793 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

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

Options :

51245239341. 1

51245239342. 2

51245239343. 3

51245239344. 4

Question Number : 43 Question Id : 51245212794 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

- 51245239345. 1
- 51245239346. 2
- 51245239347. 3
- 51245239348. 4

Question Number : 44 Question Id : 51245212795 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Your business customer requests for a change in product specifications and revises 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 :

- 51245239349. 1
- 51245239350. 2
- 51245239351. 3
- 51245239352. 4

Question Number : 45 Question Id : 51245212796 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

- 51245239353. 1
- 51245239354. 2

51245239355. 3

51245239356. 4

Question Number : 46 Question Id : 51245212797 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In your college, your lecturer request the 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 shortlist 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 :

51245239357. 1

51245239358. 2

51245239359. 3

51245239360. 4

Question Number : 47 Question Id : 51245212798 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

If you 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 :

51245239361. 1

51245239362. 2

51245239363. 3

51245239364. 4

Question Number : 48 Question Id : 51245212799 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

- 51245239365. 1
- 51245239366. 2
- 51245239367. 3
- 51245239368. 4

Question Number : 49 Question Id : 51245212800 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which among the following is focused on marketing?

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

Options :

- 51245239369. 1
- 51245239370. 2
- 51245239371. 3
- 51245239372. 4

Question Number : 50 Question Id : 51245212801 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which among the following is sales focused ?

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

Options :

- 51245239373. 1
- 51245239374. 2
- 51245239375. 3
- 51245239376. 4