

National Testing Agency

Question Paper Name :	Customer Relationship Management 28th August 2021 Shift2
Subject Name :	Customer Relationship Management
Creation Date :	2021-08-29 11:19:01
Duration :	180
Total Marks :	100
Display Marks:	Yes

Customer Relationship Management

Group Number :	1
Group Id :	9409189
Group Maximum Duration :	0
Group Minimum Duration :	120
Show Attended Group? :	No
Edit Attended Group? :	No
Break time :	0
Group Marks :	100
Is this Group for Examiner? :	No

Customer Relationship Management-1

Section Id :	94091817
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory

Number of Questions : 50
Number of Questions to be attempted : 50
Section Marks : 100
Enable Mark as Answered Mark for Review and Clear Response : Yes
Sub-Section Number : 1
Sub-Section Id : 94091833
Question Shuffling Allowed : Yes

Question Number : 1 Question Id : 940918499 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

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

Options :

9409181679. 1
9409181680. 2
9409181681. 3
9409181682. 4

Question Number : 2 Question Id : 940918500 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

9409181683. 1

9409181684. 2

9409181685. 3

9409181686. 4

Question Number : 3 Question Id : 940918501 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

9409181687. 1

9409181688. 2

9409181689. 3

9409181690. 4

Question Number : 4 Question Id : 940918502 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

9409181691. 1

9409181692. 2

9409181693. 3

9409181694. 4

Question Number : 5 Question Id : 940918503 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

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

Options :

9409181695. 1

9409181696. 2

9409181697. 3

9409181698. 4

Question Number : 6 Question Id : 940918504 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which inbuilt mechanisms ensure 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 :

9409181699. 1

9409181700. 2

9409181701. 3

9409181702. 4

Question Number : 7 Question Id : 940918505 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

9409181703. 1

9409181704. 2

9409181705. 3

9409181706. 4

Question Number : 8 Question Id : 940918506 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

9409181707. 1

9409181708. 2

9409181709. 3

9409181710. 4

Question Number : 9 Question Id : 940918507 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

9409181711. 1

9409181712. 2

9409181713. 3

9409181714. 4

Question Number : 10 Question Id : 940918508 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

9409181715. 1

9409181716. 2

9409181717. 3

9409181718. 4

Question Number : 11 Question Id : 940918509 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Repeat purchase is a kind of ?

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

Options :

9409181719. 1

9409181720. 2

9409181721. 3

9409181722. 4

Question Number : 12 Question Id : 940918510 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 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 :

9409181723. 1

9409181724. 2

9409181725. 3

9409181726. 4

Question Number : 13 Question Id : 940918511 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

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

Options :

9409181727. 1

9409181728. 2

9409181729. 3

9409181730. 4

Question Number : 14 Question Id : 940918512 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 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 :

9409181731. 1

9409181732. 2

9409181733. 3

9409181734. 4

Question Number : 15 Question Id : 940918513 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 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 :

9409181735. 1

9409181736. 2

9409181737. 3

9409181738. 4

Question Number : 16 Question Id : 940918514 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Can we use customer information to differentiate them?

1. Yes
2. No
3. NA
4. NA

Options :

9409181739. 1

9409181740. 2

9409181741. 3

9409181742. 4

Question Number : 17 Question Id : 940918515 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 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 :

9409181743. 1

9409181744. 2

9409181745. 3

9409181746. 4

Question Number : 18 Question Id : 940918516 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 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 :

9409181747. 1

9409181748. 2

9409181749. 3

9409181750. 4

Question Number : 19 Question Id : 940918517 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

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

Options :

9409181751. 1

9409181752. 2

9409181753. 3

9409181754. 4

Question Number : 20 Question Id : 940918518 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 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 :

9409181755. 1

9409181756. 2

9409181757. 3

9409181758. 4

Sub-Section Number : 2

Sub-Section Id : 94091834

Question Shuffling Allowed : Yes

Question Number : 21 Question Id : 940918519 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Customers in business markets are usually bigger than consumers in retail market

1. True
2. False

Options :

9409181759. 1

9409181760. 2

Question Number : 22 Question Id : 940918520 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The value and the volume of the purchase in usually high in consumer market

1. True
2. False

Options :

9409181761. 1

9409181762. 2

Question Number : 23 Question Id : 940918521 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The decision making process is much complex in business market than consumer market

1. True
2. False

Options :

9409181763. 1

9409181764. 2

Question Number : 24 Question Id : 940918522 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

1. True
2. False

Options :

9409181765. 1

9409181766. 2

Question Number : 25 Question Id : 940918523 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Detractors are the ones who recommend our offerings.

1. True
2. False

Options :

9409181767. 1

9409181768.2

Sub-Section Number : 3

Sub-Section Id : 94091835

Question Shuffling Allowed : Yes

Question Number : 26 Question Id : 940918524 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 :

9409181769.1

9409181770.2

9409181771.3

9409181772.4

Question Number : 27 Question Id : 940918525 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 :

9409181773.1

9409181774.2

9409181775.3

9409181776. 4

Question Number : 28 Question Id : 940918526 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 :

9409181777. 1

9409181778. 2

9409181779. 3

9409181780. 4

Question Number : 29 Question Id : 940918527 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

9409181781. 1

9409181782. 2

9409181783. 3

9409181784. 4

Question Number : 30 Question Id : 940918528 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 :

9409181785. 1

9409181786. 2

9409181787. 3

9409181788. 4

Question Number : 31 Question Id : 940918529 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 :

9409181789. 1

9409181790. 2

9409181791. 3

9409181792. 4

Question Number : 32 Question Id : 940918530 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 :

9409181793. 1

9409181794. 2

9409181795. 3

9409181796. 4

Question Number : 33 Question Id : 940918531 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 :

9409181797. 1

9409181798. 2

9409181799. 3

9409181800. 4

Question Number : 34 Question Id : 940918532 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 :

9409181801. 1

9409181802. 2

9409181803. 3

9409181804. 4

Question Number : 35 Question Id : 940918533 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 :

9409181805. 1

9409181806. 2

9409181807. 3

9409181808. 4

Question Number : 36 Question Id : 940918534 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

9409181809. 1

9409181810. 2

9409181811. 3

9409181812. 4

Question Number : 37 Question Id : 940918535 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 & 2

Options :

9409181813. 1

9409181814. 2

9409181815. 3

9409181816. 4

Question Number : 38 Question Id : 940918536 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. Bad mouth the offering when discounts are discontinued
2. Susceptible to switching
3. Have low lifetime value
4. All the above

Options :

9409181817. 1

9409181818. 2

9409181819. 3

9409181820. 4

Question Number : 39 Question Id : 940918537 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 :

9409181821. 1

9409181822. 2

9409181823. 3

9409181824. 4

Question Number : 40 Question Id : 940918538 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 :

9409181825. 1

9409181826. 2

9409181827. 3

9409181828. 4

Question Number : 41 Question Id : 940918539 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 :

9409181829. 1

9409181830. 2

9409181831. 3

9409181832. 4

Question Number : 42 Question Id : 940918540 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 :

9409181833. 1

9409181834. 2

9409181835. 3

9409181836. 4

Question Number : 43 Question Id : 940918541 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 :

9409181837. 1

9409181838. 2

9409181839. 3

9409181840. 4

Question Number : 44 Question Id : 940918542 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 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 :

9409181841. 1

9409181842. 2

9409181843. 3

9409181844. 4

Question Number : 45 Question Id : 940918543 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 :

9409181845. 1

9409181846. 2

9409181847. 3

9409181848. 4

Question Number : 46 Question Id : 940918544 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 :

9409181849. 1

9409181850. 2

9409181851. 3

9409181852. 4

Question Number : 47 Question Id : 940918545 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 :

9409181853. 1

9409181854. 2

9409181855. 3

9409181856. 4

Question Number : 48 Question Id : 940918546 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 :

9409181857. 1

9409181858. 2

9409181859. 3

9409181860. 4

Question Number : 49 Question Id : 940918547 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 :

9409181861. 1

9409181862. 2

9409181863. 3

9409181864. 4

Question Number : 50 Question Id : 940918548 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 :

9409181865. 1

9409181866. 2

9409181867. 3

9409181868. 4