

## PREVIEW QUESTION BANK

Module Name : imb24-mg05 Customer Relationship Management-ENG  
Exam Date : 18-May-2024 Batch : 09:00-12:00

Sr. No.	Client Question ID	Question Body and Alternatives	Marks	Negative Marks
Objective Question				
1	13641001	<p>According to the American Marketing Association (AMA), what are the key elements of marketing?</p> <ol style="list-style-type: none"> <li>1. Analyzing, creating, delivering and exchanging</li> <li>2. Selling, promoting and advertising</li> <li>3. Creating, communicating, delivering and exchanging</li> <li>4. Designing, manufacturing and distributing</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
Objective Question				
2	13641002	<p>_____ is the first step in the relationship-building process.</p> <ol style="list-style-type: none"> <li>1. Customization of the marketing mix</li> <li>2. Acquiring knowledge about customers</li> <li>3. Implementing mass marketing campaigns</li> <li>4. Analyzing competitor strategies</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
Objective Question				
3	13641003	<p>Which market domain includes stakeholders such as the Government and consumer voice organizations?</p> <ol style="list-style-type: none"> <li>1. Referral markets</li> <li>2. Recruitment markets</li> <li>3. Influence markets</li> <li>4. Supplier markets</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p>	2.0	0.00

		A3 : 3		
		A4 : 4		

Objective Question

4	13641004	<p>In the six markets framework, which market domain focuses on building relationships with intermediaries and final consumers?</p> <ol style="list-style-type: none"> <li>1. Referral markets</li> <li>2. Customer markets</li> <li>3. Recruitment markets</li> <li>4. Influence markets</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

5	13641005	<p>In transactional marketing, _____ is the primary focus of exchanges.</p> <ol style="list-style-type: none"> <li>1. Long-term relationships</li> <li>2. One-off transactions</li> <li>3. Ongoing exchanges</li> <li>4. Customer loyalty</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

6	13641006	<p>_____ metric is used to measure success in transaction marketing.</p> <ol style="list-style-type: none"> <li>1. Lifetime value of the customer</li> <li>2. Transaction profitability</li> <li>3. Market share</li> <li>4. Customer satisfaction</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p>	2.0	0.00
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		A3 : 3		
		A4 : 4		

Objective Question

7	13641007	<p>How did companies from developed markets respond to the challenge of market maturity?</p> <ol style="list-style-type: none"> <li>1. By reducing product variety</li> <li>2. By increasing advertising expenditure</li> <li>3. By focusing on repeat customers and improving capacity utilization</li> <li>4. By diversifying into new industries</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

8	13641008	<p>Among the following options, which is true regarding customer subsidization?</p> <ol style="list-style-type: none"> <li>1. Customers Subsidize company expenses</li> <li>2. Company Subsidize customer expenses</li> <li>3. Equal distribution of costs among customers</li> <li>4. Profitable customers Subsidize unprofitable customers</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

9	13641009	<p>In CRM, what helps organizations create better leads and identify qualified prospects?</p> <ol style="list-style-type: none"> <li>1. Customer retention strategies</li> <li>2. Transactional data analysis</li> <li>3. Mass marketing campaigns</li> <li>4. Relationship marketing efforts</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p>	2.0	0.00
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		A4 : 4		
Objective Question				
10	13641010	<p>_____ is the psychological comfort associated with purchasing familiar brands.</p> <ol style="list-style-type: none"> <li>1. Reduced cognitive dissonance</li> <li>2. Increased risk-taking behaviour</li> <li>3. Higher likelihood of brand switching</li> <li>4. Enhanced product evaluation</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
Objective Question				
11	13641011	<p>_____ is the major factor on the supply side that led to the adoption of CRM.</p> <ol style="list-style-type: none"> <li>1. Customer expectations</li> <li>2. Technological advancements</li> <li>3. Market competition</li> <li>4. Government regulations</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
Objective Question				
12	13641012	<p>_____ is the first step in the relationship building process according to the IDIC framework.</p> <ol style="list-style-type: none"> <li>1. Interaction</li> <li>2. Customization</li> <li>3. Identification</li> <li>4. Differentiation</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00

Objective Question				
13	13641013	<p>When does a prospect transition into a customer on the 'ladder of loyalty'?</p> <ol style="list-style-type: none"> <li>1. After becoming a supporter</li> <li>2. After expressing satisfaction with the offerings</li> <li>3. After engaging in word-of-mouth marketing</li> <li>4. After buying for the first time</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00

Objective Question				
14	13641014	<p>In social bonding, marketers focus on building relationships with customers based on:</p> <ol style="list-style-type: none"> <li>1. Financial incentives</li> <li>2. Customized products</li> <li>3. Personal interactions</li> <li>4. Structural ties</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00

Objective Question				
15	13641015	<p>Mass customization is challenging for companies because it requires:</p> <ol style="list-style-type: none"> <li>1. Standardized processes</li> <li>2. Flexible manufacturing systems</li> <li>3. Limited customer interactions</li> <li>4. Mass production techniques</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00

Objective Question				
16	13641016		2.0	0.00

As per the defection rate – NPV graph, the NPV of profits \_\_\_\_\_ as the defection rate decreases.

- 1. Decreases linearly
- 2. Remains constant
- 3. Decreases exponentially
- 4. Increases exponentially

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

17	13641017	<p>_____ is the central theme of the quality movement in CRM.</p> <ul style="list-style-type: none"> <li>1. Zero customer satisfaction</li> <li>2. Zero customer defections</li> <li>3. Zero financial losses</li> <li>4. Zero product defects</li> </ul> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

18	13641018	<p>_____ is a recent alternative for measuring customer satisfaction.</p> <ul style="list-style-type: none"> <li>1. Net Profit Margin (NPM)</li> <li>2. Customer Acquisition Cost (CAC)</li> <li>3. Net Promoter Score (NPS)</li> <li>4. Customer Lifetime Value (CLV)</li> </ul> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

19	13641019		2.0	0.00
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What marketing concept emerged during the period of product-centricity to differentiate offerings?

1. Customer segmentation
2. Brand positioning
3. Unique Selling Proposition (USP)
4. Customer-centric marketing

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

20	13641020		2.0	0.00
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Which marketing approach resulted in a proliferation of brands and distribution channels?

1. Product-centric marketing
2. Segment-centric marketing
3. Customer-centric marketing
4. Niche marketing

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

21	13641021		2.0	0.00
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\_\_\_\_\_ are typically located on the left side of the V-shaped the 'Rule of Three' graph.

1. Generalists
2. Market leaders
3. Niche players
4. Low cost leaders

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

22	13641022		2.0	0.00
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In retailing, which type of stores typically caters to more frequent purchases with smaller spends?

1. Department stores
2. Grocery chains
3. Durable stores
4. Specialty boutiques

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

23	13641023		2.0	0.00
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\_\_\_\_\_ is used to calculate the present value of future profits in customer lifetime value estimation.

1. Loyalty
2. Customer satisfaction
3. Discount rate
4. Interest margin

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

24	13641024		2.0	0.00
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What is the impact of a 10% (vs 8%) discount rate on customer lifetime value?

1. 10% discount rate increases customer spendings
2. 10% discount rate decreases the effectiveness of retention strategies
3. 10% discount rate reduces the present value of future profits
4. 10% discount rate enhances customer loyalty programs

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

25	13641025		2.0	0.00
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In the CLV formula, what does 'P' represent?

1. Probability of retention
2. Profit margin earned from the customer
3. Period of customer retention
4. Transition matrix coefficient

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

26 13641026

\_\_\_\_\_ costing method helps in identifying the true cost of serving a customer.

1. Standard costing
2. Activity-based costing
3. Marginal costing
4. Variable costing

A1 : 1

A2 : 2

A3 : 3

A4 : 4

2.0 0.00

Objective Question

27 13641027

Which of the following is one of the key drivers of brand equity?

1. Customer complaints
2. Brand awareness
3. Pricing strategies
4. Product features

A1 : 1

A2 : 2

A3 : 3

A4 : 4

2.0 0.00

Objective Question

28 13641028

2.0 0.00

How is perceived service quality (PSQ) calculated?

1. PSQ = Perception + Expectation
2. PSQ = Perception - Expectation
3. PSQ = Perception / Expectation
4. PSQ = Perception x Expectation

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

29	13641029	<p>Which concept from manufacturing can be applied to achieve zero defects in services?</p> <ol style="list-style-type: none"> <li>1. Quality assurance</li> <li>2. Six Sigma program</li> <li>3. Inventory management</li> <li>4. Supply chain optimization</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

30	13641030	<p>_____ concept from product markets is a kin to a service guarantee.</p> <ol style="list-style-type: none"> <li>1. Warranty</li> <li>2. Discount</li> <li>3. Refund policy</li> <li>4. Loyalty program</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

31	13641031		2.0	0.00
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	<p>In the context of CRM practices in the hospitality industry, _____ plays a significant role in engaging with customers during the pre-sales stage.</p> <ol style="list-style-type: none"> <li>1. Loyalty programs</li> <li>2. Employees' expertise</li> <li>3. Marketing programs</li> <li>4. Post-service interactions</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

32	13641032	<p>_____ is a primary strategy employed by service providers in high-risk environments, such as healthcare, to increase customer retention.</p> <ol style="list-style-type: none"> <li>1. Offering one-time discounts</li> <li>2. Implementing loyalty programs</li> <li>3. Proactive customer engagement</li> <li>4. Investing in employee training</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

33	13641033	<p>In the Pyramid Model of services marketing, what does the top vertex represent?</p> <ol style="list-style-type: none"> <li>1. Customers</li> <li>2. Company</li> <li>3. Employees</li> <li>4. Technology</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

34	13641034		2.0	0.00
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\_\_\_\_\_ is the term used to describe the market where organizations sell to other businesses.

- 1. Consumer market
- 2. Retail market
- 3. Business market (B2B market)
- 4. Industrial market

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

35	13641035	<p>When does a modified rebuy situation occur?</p> <ul style="list-style-type: none"> <li>1. When there is no change in specifications</li> <li>2. When the purchase order remains unchanged</li> <li>3. When modifications are made to the purchase requirements</li> <li>4. When it is a completely new task for the organization</li> </ul> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

36	13641036	<p>Among the following options, _____ is the primary advantage for a selling organization in a modified rebuy situation.</p> <ul style="list-style-type: none"> <li>1. Lower competition</li> <li>2. Higher price negotiation</li> <li>3. Preference from the buying organization</li> <li>4. Shorter decision-making process</li> </ul> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

37	13641037		2.0	0.00
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		<p>In which stage of key account management, do organizations work on almost an automated process?</p> <ol style="list-style-type: none"> <li>1. Early KAM stage</li> <li>2. Mid KAM stage</li> <li>3. Partnership KAM stage</li> <li>4. Synergistic KAM stage</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

38	13641038	<p>_____ component of CRM focuses on documenting and executing marketing campaigns.</p> <ol style="list-style-type: none"> <li>1. Sales Force Automation</li> <li>2. Campaign Management</li> <li>3. Customer Support and Service</li> <li>4. Response Management</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

39	13641039	<p>What does the CSS module help organizations automate?</p> <ol style="list-style-type: none"> <li>1. Marketing campaigns</li> <li>2. Sales forecasting</li> <li>3. Service support cycle</li> <li>4. Product development</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

40	13641040		2.0	0.00
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\_\_\_\_\_ tool within Campaign Management helps improve marketing predictions based on historical data.

- 1. Workflow Automation
- 2. Segment Builder
- 3. Response Modelling
- 4. Analytics Engine

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

41	13641041	<p>Among the following options, _____ is the outcome of scenario analysis in CRM implementation.</p> <ul style="list-style-type: none"> <li>1. Program identification</li> <li>2. Team formation</li> <li>3. SWOT analysis</li> <li>4. Technology selection</li> </ul> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

42	13641042	<p>What is recommended before a complete roll-out of CRM technology throughout an organization?</p> <ul style="list-style-type: none"> <li>1. Extensive internal marketing</li> <li>2. Pilot testing and learning</li> <li>3. Ignoring success stories</li> <li>4. Involving only the IT department</li> </ul> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

43	13641043		2.0	0.00
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What concept should service firms adopt to attract and retain the best employees in frontline roles?

1. Internal marketing
2. Digital marketing
3. Social media marketing
4. Content marketing

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

44 13641044

\_\_\_\_\_ of organizational culture enables the frontline employees to deliver excellent service.

1. Service attitude
2. Communication program
3. Service climate
4. Vendor selection

A1 : 1

A2 : 2

A3 : 3

A4 : 4

2.0 0.00

Objective Question

45 13641045

Among the following factors, which factor determines the resource allocation between attraction and retention in an industry?

1. Customer churn rate
2. Industry growth rate
3. Market share
4. Employee turnover

A1 : 1

A2 : 2

A3 : 3

A4 : 4

2.0 0.00

Objective Question

46 13641046

2.0 0.00

		<p>Which type of loyalty by existing customers leads to actual purchase?</p> <ol style="list-style-type: none"> <li>1. Attitudinal Loyalty</li> <li>2. Behavioral Loyalty</li> <li>3. Word of mouth referrals</li> <li>4. Intention to purchase</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

47	13641047	<p>Loyalty programs benefit businesses during communications by _____?</p> <ol style="list-style-type: none"> <li>1. Relying solely on mass media advertising</li> <li>2. Combining transactional and demographic information for targeted outreach &amp; engagements</li> <li>3. Reducing customer engagement</li> <li>4. Limiting direct communication with customers</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

48	13641048	<p>What function does the Analytics Engine serve in CRM solutions?</p> <ol style="list-style-type: none"> <li>1. It automates marketing campaigns</li> <li>2. It supports customer service operations</li> <li>3. It analyses data to enhance CRM productivity</li> <li>4. It manages sales pipelines</li> </ol> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

49	13641049		2.0	0.00
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Which metric in CRM measures the profitability growth and lifetime value of customers?

- 1. Customer satisfaction
- 2. Return on marketing investment
- 3. Market share
- 4. Margin measurements

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

50 13641050

From the listed options, which is true regarding the primary goal of a rewards program?

- 1. Encourage customer turnover
- 2. Strengthen customer bonds
- 3. Promote competitor products
- 4. Increase market competition

A1 : 1

A2 : 2

A3 : 3

A4 : 4

2.0 0.00