

Sample question paper of CUSTOMER RELATIONSHIP MANAGEMENT

Q1. In CRM Architecture _____ is one of the stage of Technology Implementation

- A. Business CRM
- B. Functional CRM
- C. Technical CRM
- D. Program CRM

Q2. The customer intelligence is having following steps

- A. Gather Data, Analyze Data, Formulation Strategy, Action
- B. Gather Data, Formulation Strategy, Provide Service, Action
- C. Gather Data, Analyze Data, Provide Service, Action
- D. Gather Data, Maintain Data, Formulation Strategy, Action

Q3. Which one of the following is CRM Technology

- A. Full CRM
- B. Partial CRM
- C. Operational CRM
- D. None of the Above

Q4. _____ is the capture, storage, extraction, processing, interpretation and recording customer data to the user.

- A. Full CRM
- B. Collaborative CRM
- C. Operational CRM
- D. Analytical CRM

Q5. _____ is the communication center, coordination network that provides neural paths to customer and its suppliers

- A. Full CRM
- B. Collaborative CRM
- C. Operational CRM
- D. Analytical CRM

Q6. _____ are the CRM technology components, which are common to different CRM approaches.

- A. CRM Engine, Front Office Software, Enterprise Application Integration

- B. Storage Engine , Front Office Solutions, Enterprise Application Integration
- C. CRM Engine, Front Office Solutions, Enterprise Application Integration
- D. Storage Engine, Front Office Software, Enterprise Application Integration

Q7. Select the correct sequence of steps in Customer Life Cycle

- A. Reach, Acquisition, Conversion, Retention and Loyalty
- B. Reach, Conversion, Acquisition, Retention and Loyalty
- C. Conversion ,Reach, Acquisition, Retention and Loyalty
- D. Reach, Conversion, Retention , Acquisition and Loyalty

Q8. _____ improves the product quality according to the expectations of the customer.

- A. Personalization
- B. Customization
- C. Up Selling
- D. Cross Selling

Q9. _____ provides companies with a means to conduct interactive, personalized and relevant communications with customers across both electronic and traditional channels.

- A. E-CRM
- B. CRM
- C. Full CRM
- D. Partial CRM

Q10. In e-CRM, customer retention refers to:

- A. a communications strategy with existing customers to deliver messages through e-mail, SMS and traditional media.
- B. tailoring of messages in line with customer preferences and behaviors.
- C. delivery of communications offering the next best product (cross-sell and up-sell).
- D. All of the above