PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE & TECHNOLOGY
Sample Question paper

TYBMS (Semester- V)

Subject – Customer relationship management **Date:**

1 _____ is the act of selling a product or service to a customer as a result of another purchase
- A Behaviour Prediction
- B Up selling
- C Cross selling
- D Customer Retention

2 In _____ the seller seeks to persuade the customer to purchase additional products and/or more expensive products in order to make a larger total sale
- A Up selling
- B Cross selling
- C Customer care
- D Web based self service

3 _____ specializes in staff planning and optimization and several products are specific to contact centre staffing
- A Cyber Agent
- B Workforce management
- C Data collection
- D Data warehouse

4 _____ is extremely volatile and time sensitive as well
- A Collaborative data
- B Master data
- C Transaction data
- D Reference data

5 OLAP stands for _____
- A Online Analysis and Processing
- B Online Analysis Protocol
- C Online Analytical Processing
- D Online Application Protocol

6 _____ Software enables an organization to extract useful customer information from the given database.
- A Business Simulation
- B Campaign Management
- C Data mining
- D Real time decision Engine

7 _____ is an organized collection of detailed information about individual customers or prospects that is accessible, actionable and current for marketing purposes such as lead generation and others.

A Customer database
B Customer mailing list
C Customer Reviews
D Business database

8 _____ data includes Names/addresses collected from a third party, either bought or leased

A List Data
B Identification Data
C Marketing Data
D Overlay Data

9 _____ is the first stage of planning information quality

A Analyzing information environment
B Correcting and preventing data errors
C Identifying Business need
D Assessment of data quality

10 Determining the business impact is the _____ stage of planning information quality

A Third
B Second
C Fourth
D Sixth

11 _____ are the individuals involved in actually making the database changes

A Database administrators
B Call center executives
C Sales force personnel
D Customer Care executives

12 _____ are calculations or summaries of historical information that often compare trends over time

A Reference view
B Upstream click
C Downstream click
D Business views

13 _____, is the practice of tailoring communications directly to a customer segment or, increasingly to and individual customer

A Collaborative Filtering
B Transaction
C Personalisation
D Reference

14 _____ helps marketing departments determine what customers are likely to do in the future

A Customer retention
B Behaviour prediction
C Brand switching
D Cross selling and Up-selling

15 _____ refers to a marketing phenomenon where in too many promotional messages are sent at once.

A Brand positioning
B Brand fatigue
C Web-based self service
D Event marketing

16 Which role is not performed by customer:

a Influncer
b Buyer
c Decision maker
d Counselor

17 Category of customer include:

a undaunted striver, Secure maximiser, customize streamer
b Unwanted striver, savvy maximiser, content streamer
c Undaunted striver , savvy maximiser , content streamer
d Unwanted striver, Secure maximiser, customize streamer

18 Quality= Customer's perception- _____

a Customer acquisition
b Customer retention
c Customer requirement
d Customer expectation

19 Which is not an feature of CRM

a A central database that is accessible by all employees to view and update customer data
b Analysis of customer data including customer segmentation and segmentation of potential customers
c Customers service where the customers can self order and help themselves using web-based , password access.
d Rejecting and tracking potential customers

20 A service-level agreement (SLA) is a contract between a service provider and its _____

a Competitors
b Shareholders
c Customers
d Employees

21 CRM solution providers are also working on providing simpler and easier ways of handling customer data using mobile devices which is known as _____

a Mobile customization
b E- CRM

c Mobile business
d Mobile CRM

22 _____level services includes the minimum necessary services such s web site effectiveness and responsiveness.
a Customer centered
b Foundational
c Accessible
d Value added

23 A call script is a _____script that has correct wording and ssists n agent in handling a contact
a a. Oral
b b. Written
c c. Gestural
d d. Non-verbal

24 _____creates value for customers by providing superior quality product and affordable price
a Department Value Management model
b Manager Value Management model
c Customer Value Management model
d Employee Value Management model

25 _____is a strategy for winning back the customers
a Branding
b Rebranding
c Naming
d Positioning

26 _____refers tp any marketing activity that “interrupts” a viewer’s attention.
a Interruption Marketing
b Permission Marketing
c Transactional Marketing
d Relationship Marketing

27 CRM is a _____required by business to anticipate change in the market place.
a Strategy
b Rule
c Feature
d Vision

28 Sales Force Automation nd Customer Service And Support Aspects were involves in _____generation of evolution of CRM.
a First
b Second
c Third
d Fourth

29 _____is a set of methods, strategies and applications that facilitate a company manage customer relationship
a a. Customer Relationship
b Customer Relationship Management
c Customer Lifetime Value

d Relationship Marketing

30 Gathering customers' information from different channels and analyzing data in a structured way is a part of _____ type of CRM

a Operational
b Collaborative
c Analytical
d Departmental

31 A service-Level Agreement is a tool for building _____relationship with high value customer

a Formal
b Informal
c Shared
d Fixed

32 32. Transactional marketing is a business strategy that focuses on _____ point of sale transaction.

a Limited
b Unlimited
c Single
d Double

33 _____ involves the increase of order volume by upgrading the unit into more expensive version of purchased item.

a Customer management
b Up-selling
c Cross-Selling
d Direct-Selling

34 _____based routing routes incoming call based on the customers' location

a Location
b Performance
c Skills
d Least Occupied

35 _____means providing a quality product or service that satisfies the needs/ wnts of a customer and keeps them coming back.

a Customer representative
b Customer service
c Customer survey
d Customer EPOS

36 _____.is the heart of selling process.

a Customer delight
b Customer retention
c Customer satisfaction
d Customer acquisition

37 Customer Value Management is also known as _____

a Customer Centric Approach
b Customer Value Added Approach
c Customer Acquisition Approach
d Customer Retention Approach

_____ is penetrating from multiple channels with high volume, Velocity, and variety, the CRM solution providers are exploring how this big data can be manged well to be able to use
38 effectively

A Handling Big Data
B Customer Focus
C Slow return
D Lack of consistency

_____- involves planning and organizing a service technician activity plan for a day, a week or
39 any other period

A Handling Big Data
B Scheduling
C Slow return
D Lack of consistency

_____ and _____ applications allow issues to be routed to agent with particular ecpetise and
40 positioned in that agent queue according to some criterion

A Invoicing / routing
B Queing /routing
C Invoicing /Queing
D Scheduling/routing

_____ ensure that issues get escalated according to internally determined rules, Higher
41 levels of authority typically have greater discreation to resolve issues

A Escalation
B Regulation
C Inbound Communication Management
D Contract Management

_____ is widely used for both interpersonal and intercompany communications.and are not only useful for handling inbound e-mails, but also for delivering outbound e-mail and SMS
42 message

A ERMS
B MRES
C REMS
D SERM

_____ functionally enables services engineers and managers to create, track, progress,
43 accelerate, monitor and control services cotracts with customers.

A Customer Self Services
B Contract Management
C Email response Management
D report Management

_____ enables for the customers to track the packages they sent or expecting to receive
44 from courier services

A Customer Self Services

B Contract Management
C Email response Management
D report Management

45 Many Comanies Now-a-days sell extended _____ to customers when warranty periods have expired.
A Customer Self Services
B Contract Management
C Service Contract
D Report Management

46 _____ is often associated with a service knowledge base that enables technicians to diagnose and fix problems quickly
A Case Management Software
B Contract Management
C Service Contract
D report Management

47 _____ _____ applications ensure that each enquiry or issue gets routed to the right agent or technician for resolution
A Case Management Software
B Case Assignment
C Service Contract
D Report Management

48 _____ provide managers with visibility into the performance of both contact centers and individual agents of both contact centers and individual agents.
A Performance
B Dashboard
C Assignment
D Agent

49 _____ is a high priority for call and contact center managers
A Case Management Software
B Case Assignment
C Service Contract
D Agent Management

50 The _____ process typically uses wireless messaging requiring the technician to carry an always-on PDA or Cell Phone.
A Despatched
B Activity Management
C Service Contract
D Agent Management