

Question No : 1 of 27	Marks: 1 (Budgeted Time 1 Min)
Customer relationship management does not move around:	
Answer ( Please select your correct option )	
<input type="radio"/>	Policies development
<input type="radio"/>	Customer satisfaction
<input type="radio"/>	Customer acquisition
<input type="radio"/>	Customer retention
<b>Made By: Waqar Siddhu</b>	

  

Question No : 2 of 27	Marks: 1 (Budgeted Time 1 Min)
Some products sales are in specific areas or pockets of the market, whilst others have vast spread over. This statement refers to which of the following strategies of building customer relationship management?	
Answer ( Please select your correct option )	
<input type="radio"/>	Size of market share
<input type="radio"/>	Life style of people
<input type="radio"/>	Geographic concentration
<input type="radio"/>	Socio-economic status
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Question No : 3 of 27	Marks: 1 (Budgeted Time 1 Min)
Internet cookies can be used:	
Answer ( Please select your correct option )	
<input type="radio"/>	To track customer interests
<input type="radio"/>	To modify product for all customers
<input type="radio"/>	To check the popularity of the product
<input type="radio"/>	To secure the marketing systems
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Question No : 4 of 27

Marks: 1 (Budgeted Time 1 Min)

Customer service program covers all areas EXCEPT:

Answer ( Please select your correct option )

- ☐ Only focus on sales
- ☐ Manage follow-up sales calls
- ☐ Solve customer complaints
- ☐ Update product information

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Question No : 5 of 27

Marks: 1 (Budgeted Time 1 Min)

The two basic components of a customer's evaluation of services are:

Answer ( Please select your correct option )

- ☐ Experience and credence
- ☐ Intangibility and inconsistency
- ☐ Expectations and customer contact
- ☐ Expectations and actual experience

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Question No : 6 of 27

Marks: 1 (Budgeted Time 1 Min)

Which one of the following statements **BEST** reflects the concept of Marketing Relationships?

Answer ( Please select your correct option )

- ☐ Intensely personal, like human relationships
- ☐ Intended to deliver short-term customer satisfaction
- ☐ Intended to deliver long-term customer satisfaction
- ☐ The most important element of the marketing mix

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Question No : 7 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is the description of good sales people?

Answer ( Please select your correct option )

- ☐ Empathetic
- ☐ On site support
- ☐ Problem solver
- ☐ Organized

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Question No : 8 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following represents the customer success factor?

Answer ( Please select your correct option )

- ☐ Focus on customers at the end of the tunnel
- ☐ Focus on designing of product for customer
- ☐ Strength that a customer has in its business
- ☐ Provide maximum convenience to customers

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Question No : 9 of 27

Marks: 1 (Budgeted Time 1 Min)

When designing a CRM system, which of the following customers will be targeted?

Answer ( Please select your correct option )

- ☐ Dog customers
- ☐ Satisfied customers
- ☐ Loyal customers
- ☐ Potential customers

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Question No : 10 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following facilitates interactions with customers through all channels (personal, letter, fax, phone, web, e-mail) and supports co-ordination of employee teams and channels?

Answer ( Please select your correct option )

- ☐ Operational CRM
- ☐ Collaborative CRM
- ☐ Sales Force Automation
- ☐ Analytical CRM

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Question No : 11 of 27

Marks: 1 (Budgeted Time 1 Min)

Customer-centered company is one that focuses upon the customer developments in designing its marketing strategies and on delivering superior value to its target customers. What are the things that customer-centered companies need to do?

Answer ( Please select your correct option )

- ☐ All of the given options
- ☐ Deliver superior value to their target customers
- ☐ Build customer relationships
- ☐ Conduct market engineering of products

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Question No : 12 of 27

Marks: 1 (Budgeted Time 1 Min)

The three factors that influence the ethical decision-making process include:

Answer ( Please select your correct option )

- ☐ Peer influences, personal moral philosophies, and opportunity
- ☐ Individual factors, organizational relationships, and opportunity
- ☐ Opportunity, personal moral philosophies, and situational variables
- ☐ Individual factors, corporate culture, and peer influence

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Question No : 13 of 27

Marks: 1 (Budgeted Time 1 Min)

What is meant by the term: "negative word of mouth?"

Answer ( Please select your correct option )

- ☐ When a customer has a positive customer lifetime value
- ☐ When a dissatisfied customer does not really affect a company
- ☐ When customer always praise of a company's product in front of other
- ☐ When customers tells another about the bad service they received

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Question No : 14 of 27

Marks: 1 (Budgeted Time 1 Min)

Paraphrase is one of the skills of effective listening. What does this term show?

Answer ( Please select your correct option )

- ☐ To obscure
- ☐ To emphasize
- ☐ To summarize
- ☐ To evaluate

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Question No : 15 of 27

Marks: 1 (Budgeted Time 1 Min)

By which one of the following planning, long-term objectives are achieved?

Answer ( Please select your correct option )

- ☐ Tactical planning
- ☐ Strategic planning
- ☐ Functional planning
- ☐ Operational planning

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Question No : 16 of 27

Marks: 1 (Budgeted Time 1 Min)

Which one of the following concepts refers to the term "MBO"?

Answer ( Please select your correct option )

- ☐ Management Before Operations
- ☐ Management By Objectives
- ☐ Management By Operations
- ☐ Management Before Objectives

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Question No : 17 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is a special human trait that we need to sharpen and use very often in CRM?

Answer ( Please select your correct option )

- ☐ Neither forecast nor foresee
- ☐ Foresee
- ☐ Forecast
- ☐ Forecast and foresee

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Question No : 18 of 27

Marks: 1 (Budgeted Time 1 Min)

Immediate attention and help must be given to customers in sensitive situations. This skill refers to which of the followings?

Answer ( Please select your correct option )

- ☐ Skill to provide positive experience
- ☐ Skill to speed up response
- ☐ Skill to be receptive
- ☐ Skill to listen

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Question No : 19 of 27

Marks: 1 (Budgeted Time 1 Min)

Which one of the following reasons causes the unavoidable defection from the customer side?

Answer ( Please select your correct option )

- ☐ Demographic reasons
- ☐ General reasons
- ☐ Personal reasons
- ☐ Communicative reasons

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Question No : 20 of 27

Marks: 1 (Budgeted Time 1 Min)

Which one of the following statements is **TRUE** about the retention of customers?

Answer ( Please select your correct option )

- ☐ Retaining customers is one 4th the cost of acquiring new customers
- ☐ Retaining customer cost is the same as the cost of acquiring new customers
- ☐ Retaining customers is one fifth the cost of acquiring new customers
- ☐ Retaining customers is one tenth the cost of acquiring new customers

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Question No : 21 of 27

Marks: 1 (Budgeted Time 1 Min)

A loyal customer has which kind of the relationship with the organization?

Answer ( Please select your correct option )

- ☐ No relationship
- ☐ Indifferent relationship
- ☐ Emotional relationship
- ☐ Transactional relationship

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Question No : 22 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following best describes the statement?  
"Do not refuse on the face of the customer"

Answer ( Please select your correct option )

- ☐ Flexibility
- ☐ Lifetime utility
- ☐ Social relationship
- ☐ Customer win-back program

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Question No : 23 of 27

Marks: 3 (Budgeted Time 6 Min)

Briefly explain these two terms: Sales force automation (SFA) and Enterprise marketing automation (EMA).

Answer ( Please [click here](#) to Add Answer )

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Question No : 24 of 27

Marks: 3 (Budgeted Time 6 Min)

Why courtesy is being considered the important part of selling tactics?

Answer ( Please [click here](#) to Add Answer )

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Question No : 25 of 27

Marks: 3 (Budgeted Time 6 Min)

How can an organization convert customer by chance in to loyal customers?

Answer ( Please [click here](#) to Add Answer )

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Question No : 26 of 27

Marks: 5 (Budgeted Time 10 Min)

There are different categories of customers. Handicapped customer is one of those customers. What is meant by it and how a salesperson should deal with this type of customer?

Answer ( Please [click here](#) to Add Answer )

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Question No : 27 of 27

Marks: 5 (Budgeted Time 10 Min)

As a customer relations manager how would you categorize your customers' loyalty?

Answer ( Please [click here](#) to Add Answer )

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