


Name: Enrolment No:	 UPES UNIVERSITY WITH A PURPOSE
UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, July 2020	
Course: E-Customer Relationship Management Program: ECRA Course Code: CSER-3002	Semester: IV Time : 02 hrs. Max. Marks: 100
Instructions:	

1. Multiple Choice: An information system always:Points: **1**

Question	An information system always:
Answer	Transforms inputs to information.
	<input checked="" type="checkbox"/> Requires hardware even if only a pencil.
	Is computer-based.
	None of the above

Points: **1**

2. Multiple Choice: _____ is a key e-CRM technique to fo...

Question	_____ is a key e-CRM technique to follow-up a customer when they abandon a shopping cart to encourage them to buy.
Answer	<input type="checkbox"/> Personalisation <input type="checkbox"/> Reactivation <input type="checkbox"/> "Referral, recommendation or advocacy " <input checked="" type="checkbox"/> None of the above

3. Multiple Choice: E-business stands for?????????

Points: **1**

Question	E-business stands for?????????
Answer	<input checked="" type="checkbox"/> Electron business <input type="checkbox"/> Electric business <input type="checkbox"/> Both A and B <input type="checkbox"/> None of the above

4. Multiple Choice: B2B stands for:

Points: **1**

Question	B2B stands for:
Answer	<input type="checkbox"/> Business to Government. <input type="checkbox"/> Business to Consumer. <input checked="" type="checkbox"/> Business to Business. <input type="checkbox"/> All of the above

5. Multiple Choice: Customer Relationship Management is a...

Points: **1**

Question	Customer Relationship Management is about
Answer	<input type="checkbox"/> Acquiring the right customer <input type="checkbox"/> Instituting the best processes <input type="checkbox"/> Motivating employees

All of the above

6. Multiple Choice: CRM technology can help in

Points: 1

Question	CRM technology can help in
Answer	<input type="checkbox"/> Designing direct marketing efforts
	<input type="checkbox"/> Developing new pricing models
	<input type="checkbox"/> Processing transactions faster
	<input checked="" type="checkbox"/> All of the above

7. Multiple Choice: "A_____is an organized collection...

Points: 1

Question	"A_____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."
Answer	<input checked="" type="checkbox"/> Customer database
	<input type="checkbox"/> Customer mailing list
	<input type="checkbox"/> Business database
	<input type="checkbox"/> None of the above

8. Multiple Choice: _____uses sophisticated mathematica...

Points: 1

Question	_____uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis.
Answer	<input checked="" type="checkbox"/> Data mining
	<input type="checkbox"/> Data survey
	<input type="checkbox"/> CRM
	<input type="checkbox"/> None of the above

9. Multiple Choice: The main drawback of CRM is ???..

Points: 1

Question	The main drawback of CRM is ???..
Answer	<p>Implementing CRM before creating a customer strategy</p> <p>Rolling out CRM before changing the organization to match</p> <p>"Stalking, not working, customers"</p> <p><input checked="" type="checkbox"/> All of the above</p>

 10. Multiple Choice: The marketing messages committed to c...

Points: 1

Question	The marketing messages committed to customers wishes is a part of
Answer	<p><input checked="" type="checkbox"/> Permission marketing</p> <p>Activity marketing</p> <p>Supplier marketing</p> <p>None of the above</p>

 11. Multiple Choice: The method used to assess real cost o...

Points: 1

Question	The method used to assess real cost of providing services to an individual customer is
Answer	<p>Cost based accounting</p> <p><input checked="" type="checkbox"/> Activity based accounting</p> <p>Turnover based accounting</p> <p>Price based accounting</p>

 12. Multiple Choice: _____ is any occasion on which the b...

Points: 1

Question	_____ is any occasion on which the brand or product is used by end customers.
Answer	<p><input checked="" type="checkbox"/> Customer touch point</p> <p>Retailers touch point</p>

Company touch point

None of the above

13. Multiple Choice: " _____ is the study of how indivi...

Points: 1

Question	" _____ is the study of how individuals, groups and organizations select, buy, use and dispose off goods, services, ideas or experiences to satisfy their needs and wants."
Answer	<input checked="" type="checkbox"/> Consumer behavior <input type="checkbox"/> Product cycle <input type="checkbox"/> Purchase behavior <input type="checkbox"/> None of the above

14. Multiple Choice: Measurement of current brand position...

Points: 1

Question	Measurement of current brand position in previous years is considered as
Answer	<input checked="" type="checkbox"/> Brand audits <input type="checkbox"/> extract brands <input type="checkbox"/> bait brands <input type="checkbox"/> retained brands

15. Multiple Choice: _____ is the management of the lo...

Points: 1

Question	_____ is the management of the long-term sales cycle.
Answer	<input type="checkbox"/> Territory management <input checked="" type="checkbox"/> Pipe-line management <input type="checkbox"/> Lead management <input type="checkbox"/> Commission management

16. Multiple Choice: _____ CRM facilitates in building a...

Points: 1

Question	_____ CRM facilitates in building a long lasting business relationship
Answer	<input checked="" type="checkbox"/> Strategic
	<input type="checkbox"/> Operational
	<input type="checkbox"/> Salesforce
	<input type="checkbox"/> None of the above

17. Multiple Choice: Goal of customer relationship managem...

Points: 1

Question	Goal of customer relationship management is to produce
Answer	<input checked="" type="checkbox"/> Medium customer equity
	<input type="checkbox"/> High customer equity
	<input type="checkbox"/> Low customer equity.
	<input type="checkbox"/> Equity Portfolio.

18. Multiple Choice: Third Step of Customer Value Analysis

Points: 1

Question	Third Step of Customer Value Analysis
Answer	<input type="checkbox"/> Assesing attributes importance
	<input type="checkbox"/> Assessing Companys Performance
	<input type="checkbox"/> Monitoring Competitors Performance
	<input checked="" type="checkbox"/> Both B and C

19. Multiple Choice: "Using the RACE (Reach, Act, Convert,...

Points: 1

Question	"Using the RACE (Reach, Act, Convert, Engage) marketing value framework, what does Reach aim to do"
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Answer

Build customer relationships over time to achieve retention rates

"Achieve conversions to marketing goals such as fans, leads, or sales on web presences and offline"

 Build awareness on other sites and in offline media and drive to web presences

Engage audience with brand on its website or other online presence

**20. Multiple Choice: What would be a key performance indic...**Points: **1****Question**

What would be a key performance indicator for the Reach step

Answer

Bounce rate

 Incorrect

Conversion rates

Revenue or goal value per visit

**21. Multiple Choice: A CRM system with well-designed_____...**Points: **1****Question**

A CRM system with well-designed_____is usually capable of sharing data with any 5. enterprise system.

Answer

Database Management

Network Computing

System

 Application Programming Interface
**22. Multiple Choice: Which of the following statements is ...**Points: **1****Question**

Which of the following statements is true

Answer

Salesforce is now the second largest CRM software publisher.

 The goal of relationship with customer is to provide some advantages by two-edged exchanging and fulfilling the promises.

Microsoft Dynamics CRM 2011 is the 4th product version release for the customer relationship management software solution.

Business ByDesign is a purpose built cloud solution covering only ERP (Enterprise Resource Planning).

23. Multiple Choice: The _____ helps in building...

Points: 1

Question	The _____ helps in building better customer relationships and thereby maximises customer retention.
Answer	<input type="checkbox"/> customer help <input type="checkbox"/> Customer Relationship <input checked="" type="checkbox"/> Customer Centric Method <input type="checkbox"/> Customer Satisfaction

24. Multiple Choice: Customer-Centric Enterprise believes ...

Points: 1

Question	Customer-Centric Enterprise believes that the only way to ensure customer _____ is through continuous quality product offering.
Answer	<input checked="" type="checkbox"/> Loyalty <input type="checkbox"/> Satisfaction <input type="checkbox"/> Product Delivery <input type="checkbox"/> Content

25. Multiple Choice: Successful CRM organisations are thos...

Points: 1

Question	Successful CRM organisations are those that make the transition from a product focus to a _____ focus.
Answer	<input checked="" type="checkbox"/> Customer <input type="checkbox"/> Marketing <input type="checkbox"/> Product

CCE



26. Multiple Choice: " _____ for the warehouse ar...

Points: 1

Question	" _____ for the warehouse are often the operational systems, providing the lowest level of data for a data warehouse."
Answer	<p>Analytical CRM</p> <p>Database</p> <p>Data Marts</p> <p><input checked="" type="checkbox"/> Data Sources</p>



27. Multiple Choice: _____ helps in improving an...

Points: 1

Question	_____ helps in improving and optimising the services by sophisticatedly analysing the service revenue and cost.
Answer	<p>Channel Analytics</p> <p><input checked="" type="checkbox"/> Service Analytics</p> <p>Marketing Analytics</p> <p>Sales and Analytics</p>



28. Multiple Choice: "Understanding customer economics rel...

Points: 1

Question	"Understanding customer economics relies on a _____ ability to attribute customer behavior to marketing programs, evaluate customer interactions along various customer touch point channels, and compare anticipated ROI."
Answer	<p>Customer's</p> <p><input checked="" type="checkbox"/> Company's</p> <p>Software</p>

Hardware

Points: 1

 29. Multiple Choice: Two key ways to improve customer serv...

Question	Two key ways to improve customer service and support are through e-mail and _____ campaigns.
Answer	<p>Customer Facility</p> <hr/> <p><input checked="" type="checkbox"/> Direct Mail</p> <hr/> <p>Call Center</p> <hr/> <p>Help Centers</p>

Points: 1

 30. Multiple Choice: Most CRMs are _____ and can ta...

Question	Most CRMs are _____ and can take ample funds and resources to integrate with your existing site
Answer	<p>Cloud Based</p> <hr/> <p>Independent System</p> <hr/> <p>Dependant System</p> <hr/> <p><input checked="" type="checkbox"/> Standalone</p>

Points: 1

 31. Multiple Choice: Salesforce is one of the best web bas...

Question	Salesforce is one of the best web based flexible and powerful _____ supplier available in the market.
Answer	<p>information</p> <hr/> <p><input checked="" type="checkbox"/> Database</p> <hr/> <p>file</p> <hr/> <p>Tool</p>

32. Multiple Choice: Salesforce is a leading on demand_____...

Points: 1

Question	Salesforce is a leading on demand_____management system
Answer	<input checked="" type="checkbox"/> Customer relationship
	Material management
	Supplier relationship
	Enterprise relationship

33. Multiple Choice: "Microsoft Dynamic CRM is a software ...

Points: 1

Question	"Microsoft Dynamic CRM is a software package developed by Microsoft for organization which have primary focuses on sales, marketing and_____."
Answer	Enterprise services
	<input checked="" type="checkbox"/> Customer services
	Supplier services
	None of the above

34. Multiple Choice: Sage CRM is a line of software produc...

Points: 1

Question	Sage CRM is a line of software products for customer relationship management in the _____business market.
Answer	Small Size
	Medium Size
	Big Size
	<input checked="" type="checkbox"/> Small and Medium size

35. Multiple Choice: Microsoft has marketed Dynamics CRM a...

Points: 1

Question	Microsoft has marketed Dynamics CRM as an_____platform
Answer	<input checked="" type="checkbox"/> XRM <hr/> <input type="checkbox"/> Cloud <hr/> <input type="checkbox"/> Both A and B <hr/> <input type="checkbox"/> None of the above

36. Multiple Choice: Salesforce is a_____technology.

Points: **1**

Question	Salesforce is a_____technology.
Answer	<input checked="" type="checkbox"/> Cloud Computing <hr/> <input type="checkbox"/> e-commerce <hr/> <input type="checkbox"/> enterprise <hr/> <input type="checkbox"/> none of the above

37. Multiple Choice: DB2 Enterprise Server Edition is a mu...

Points: **1**

Question	DB2 Enterprise Server Edition is a multiuser version of DB2 UDB that provides the ability to create and manage_____database environments.
Answer	<input type="checkbox"/> Partioned <hr/> <input type="checkbox"/> non-partioned <hr/> <input checked="" type="checkbox"/> Partioned and Non-Partioned <hr/> <input type="checkbox"/> None of the above

38. Multiple Choice: CRM software runs on platforms rangin...

Points: **1**

Question	CRM software runs on platforms ranging from a single computer to a company _____.
Answer	<input type="checkbox"/> network

network server

Lan

PC

39. Multiple Choice: _____ is quick and at-a-gla...

Points: 1

Question	_____ is quick and at-a-glance it helps your business to ?listen? to a contacts social media activity and determine how best to engage with them.
Answer	<input checked="" type="checkbox"/> Social Monitoring Scalability On-Site Customisation Lead Generation

40. Multiple Choice: An unstable or insecure hardware and ...

Points: 1

Question	An unstable or insecure hardware and network platform is likely to challenge system _____.
Answer	Security <input checked="" type="checkbox"/> Integrity Completeness Software

41. Multiple Choice: It is very important that the _____...

Points: 1

Question	It is very important that the _____ include the findings discovered from throughout the implementation and be ready for user adoption challenges.
Answer	CRM development change culture <input checked="" type="checkbox"/> change management plan CRM software

42. Multiple Choice: Lack of business cohesion or a lack o...

Points: 1

Question	Lack of business cohesion or a lack of understanding of the business will lead to CRM implementation_____.
Answer	Success <input checked="" type="checkbox"/> Failure Development Steps

43. Multiple Choice: ECRM call center technology helps man...

Points: 1

Question	ECRM call center technology helps manage_____and tracking.
Answer	<input checked="" type="checkbox"/> Call Routing Call Transferring Customer Help Customer Service

44. Multiple Choice: "New electronic channels such as the ...

Points: 1

Question	"New electronic channels such as the web and_____have become the medium for fast, interactive and economic customer communications."
Answer	Mailing System e-mail Data Mining <input checked="" type="checkbox"/> Personalized e-messaging

45. Multiple Choice: Which of the following statements is ...

Points: 1

Question	Which of the following statements is false
Answer	<p>Contemporary customers facing traditional systems such as sales force automation and customer care often a. have their own data models and data stores that manage only the information that their application requires and generates.</p> <hr/> <p>Collaborative filtering personalisation software inspires browsing of sites and choices based on personal taste.</p> <hr/> <p><input checked="" type="checkbox"/> Rules-based software is quite easy to scale because rules do not require manual updating.</p> <hr/> <p>ECRM allows for more targeted campaigns and tracking of campaign effectiveness.</p>

46. Multiple Choice: "Personalisation software tools gener...

Points:

Question	"Personalisation software tools generate_____profiles for each customer using data from many sources 2. including customer databases, click stream data and transaction systems."
Answer	<p><input checked="" type="checkbox"/> Real-Time</p> <hr/> <p>Customer</p> <hr/> <p>Artificial</p> <hr/> <p>Online</p>

47. Multiple Choice: Solid project_____reduces the ri...

Points:

Question	Solid project_____reduces the risks associated with any project you take on.
Answer	<p>Development</p> <hr/> <p><input checked="" type="checkbox"/> Planning</p> <hr/> <p>Implementation</p> <hr/> <p>Report</p>



Points:

48. Multiple Choice: "_____creates a proj...

Question	"_____creates a project communication plan to address these communication issues, provide a format, and lay out a process for execution."
Answer	<p>The Head of te Project</p> <hr/> <p>Project Team</p> <hr/> <p>Project Manager</p> <hr/> <p><input checked="" type="checkbox"/> Project Management</p>

49. Multiple Choice: The_____of the project sets out...

Points: **1**

Question	The_____of the project sets out your expectation as to how much the project will cost.
Answer	<p><input checked="" type="checkbox"/> Budget</p> <hr/> <p>Scope</p> <hr/> <p>Time</p> <hr/> <p>Project Management team</p>

50. Multiple Choice: "Web_____allows customers to...

Points: **1**

Question	"Web_____allows customers to interact with call centre agents through Web call-back, Web chat, and collaborative browsing."
Answer	<p>Self-Help</p> <hr/> <p>Unified Messaging</p> <hr/> <p><input checked="" type="checkbox"/> Integration</p> <hr/> <p>Chat Session</p>

51. Multiple Choice: Which of the following statements is ...

Points: **1**

Question	Which of the following statements is false?
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Answer

Marketing automation (MA) was the original form of operational CRM.

"Today, customers expect to be able to work with your company through any medium, be it phone, e-mail, fax, or your Web site."

"UM is getting any message at any time from a convenient and easy to use point(s) of access and typically encompasses voice, e-mail, chat and fax message media."

"A contact centre is a unified communication system that tracks and services customer needs, regardless of which media is used to contact the organisation: telephone, IVR, Web forms, self-service, chat, co-browsing, e-mail, or fax."



52. Multiple Choice: _____management process deals...

Points: **1**

Question	_____management process deals with designing the communication or interaction channel process within an organisation which is specific to customer interaction and finally enhancing the extent of communication between both the parties.
Answer	<input type="checkbox"/> Channel <input type="checkbox"/> Change <input type="checkbox"/> Event Based <input checked="" type="checkbox"/> Interaction



53. Multiple Choice: "Contact centres, data aggregation sy...

Points: **1**

Question	"Contact centres, data aggregation systems and web sites are a few examples of _____CRM."
Answer	<input type="checkbox"/> Analytical <input checked="" type="checkbox"/> Operational <input type="checkbox"/> Collaborative <input type="checkbox"/> Advanced



54. Multiple Choice: CRM is considered from which of the f...

Points: **1**

Question	CRM is considered from which of the following perspective
Answer	<p>Success Perspective</p> <p>Customer Perspective</p> <p>Product Perspective</p> <p><input checked="" type="checkbox"/> Information Technology Perspective</p>

55. Multiple Choice: Which of the following statements is ...

Points: **1**

Question	Which of the following statements is true
Answer	<p>"Traditionally, firms followed a brand or customer centric marketing approach."</p> <p>Customer lifetime value improves the shareholder value.</p> <p><input checked="" type="checkbox"/> Customers in the sixth phase of the customer life cycle should be divided into two groups ? customers who should not be communicated with at all anymore and customers that you hope to win back via a customer communication or marketing campaign.</p> <p>Effective Telecom Lifecycle Management does not build redundant systems to maintain transmission speeds even during heavy traffic times.</p>

56. Multiple Choice: "_____are the names and contact ...

Points: **1**

Question	"_____are the names and contact information of people who have shown an interest in your product, service, or brand."
Answer	<p>User Info</p> <p>Database</p> <p>Follow-Up</p> <p><input checked="" type="checkbox"/> Leads</p>

57. Multiple Choice: "When a customer has gone a significa...

Points: **1**

Question	
-----------------	--

"When a customer has gone a significant amount of time without interacting with your brand or company or purchasing a product, they are referred to as a _____ customer."

- | | |
|---------------|--|
| Answer | Old |
| | |
| | New |
| | |
| | Followed |
| | |
| | <input checked="" type="checkbox"/> lapsed |

58. Multiple Choice: Customer Life Cycle is _____orien...

Points: **1**

- | | |
|-----------------|--|
| Question | Customer Life Cycle is _____orientated rather than product orientated. |
| Answer | <input checked="" type="checkbox"/> Marketing |
| | |
| | Product |
| | |
| | Customer |
| | |
| | Consumer |

59. Multiple Choice: The customer experience _____...

Points: **1**

- | | |
|-----------------|--|
| Question | The customer experience _____discipline is a set of practices that help organisations manage customer experience in a proactive and disciplined way. |
| Answer | Measurement |
| | |
| | Design |
| | |
| | Customer Understanding |
| | |
| | <input checked="" type="checkbox"/> Governance |

60. Multiple Choice: The _____discipline consists o...

Points: **1**

- | | |
|-----------------|---|
| Question | The _____discipline consists of practices that create a system of shared values and behaviors that focus employees on delivering a great customer experience. |
| Answer | <input checked="" type="checkbox"/> governance |

Design

Strategy

Culture

Select: All None : Select by Type: - Question Type - ▾

Delete and Regrade

Points

Update and Regrade

Hide Question Details

← OK