

DEPARTMENT OF B.COM – BANKING AND INSURANCE
16 UBI 518 - CUSTOMER RELATIONSHIP MANAGEMENT

K1 – LEVEL

MULTIPLE CHOICE QUESTIONS:

UNIT - I

1. Customer Relationship Management is about
 - Acquiring the right customer
 - Instituting the best processes
 - Motivating employees
 - All of the above**
2. Process of manage information about customers to maximize loyalty is said to be
 - Company relationship management
 - Supplier management
 - Retailer's management
 - Customer relationship management**
3. A person or company that yields a revenue more than incurred costs of selling and serving is called
 - Dissatisfaction
 - Superior value
 - Profitable customers
 - Satisfied customers
4. Customers lifetime purchases that generate net present value of future profit streams is called
 - Customer lifetime value**
 - Customer purchases value
 - Customer cost incurred
 - Customer relationships
5. 'total customer benefits' includes
 - Product benefits
 - Services benefit
 - Image benefit
 - All of above**
6. Number of customers or potential customers who will help in company's growth is classified as

Customer base

Retailer base

Distributor's base

Marketer's base

7. Any occasion on which brand or product is encountered by end customers is called

Customer touch point

Company touch point

Retailers touch point

Relationship touch point

8. Advantage of CRM

Cost of the Software

Improve overall relationship with customer

Customization of the Business

All of the above

9. The main drawback of CRM is

Implementing CRM before creating a customer strategy

Rolling out CRM before changing the organization to match

Stalking, not wooing, customers

All of the above

10. Record which is based on business customers past purchases, sales price and volumes is classified as

Business database

Customer database

Databases marketing

Company marketing

UNIT - II

11. Customized products and services for customers and interaction to individual customers are part of

Retailer's management

Customer relationship management

Company relationship management

Supplier management

12. Company's monetary, time and energy cost, all are included in

Total customer cost

Psychological cost

Personal benefits

Image benefits

13. First step in analysis of customer value is to

Identify customers value attributes

Assessing attributes importance

Assessing company's performance

Assessing competitor's performance

14. Difference between customers evaluation including all costs incurred and benefits is called

Customer perceived value

Company market value

Customer affordability

Customer reliability

15. The marketing messages committed to customers wishes is a part of

Permission marketing

Activity marketing

Supplier marketing

None of the above

16. The method used to assess real cost of providing services to an individual customer is

Cost based accounting

Activity based accounting

Turnover based accounting

Price based accounting

17. _____ is any occasion on which the brand or product is used by end customers.

Customer touch point

Retailers touch point

Company touch point

None of the above

18. _____ is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants.

Consumer behavior

Product cycle

Purchase behavior

None of the above

19. This is the processing of data about customers and their relationship with the enterprise in order to improve the enterprise's future sales and service and lower cost.

Database marketing

Customer relationship management

CRM analytics

B2C

20. CRM stands for

Customer relationship management

Customer relations management

All the above

None of the above

UNIT - III

21. B2B stands for

Business to Government

Business to Business

All the above

22. B2C stands for

Business to Government

Business to Consumer

Business to Business

All the above

23. B2G stands for

Business to government

Business to consumer

Business to business

All the above

24. C2C stands for

Business to government

Business to consumer

Business to business

Consumer to consumer

25. An example of C2C IS:

Irctc.com

Ebay.com

All the above

None of the above

26. Which of the following strategies is suited to the Old Economy?

Customisation

Personalisation

Improve sales

Increase in profit

27. Which of the following strategies is suited to the New Economy?

Retailing

Higher point of sales

Personalisation

Improve in profit

28. CRM is _____

Business centric

Money centric

Profit centric

Customer centric

29. What Are The CRM Technology Components?

Front-Office Solutions

Enterprise Application Integrations (EAI)s for CRM

CRM in the Back Office

All of these

30. What is the last stage of the consumer decision process?

Problem recognition

Post purchase behavior

Alternative evaluation

Purchase

UNIT - IV

31. CRM technology can help in

Designing direct marketing efforts

Developing new pricing models

Processing transactions faster

All of the above

32. 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.

Customer database

Customer mailing list

Business database

None of the above

33. _____ uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis.

Data mining

Data survey

CRM

None of the above

34. The main drawback of CRM is

Implementing CRM before creating a customer strategy

Rolling out CRM before changing the organization to match

Stalking, not wooing, customers

All of the above

35. In buyer decision process, percentage of potential customers in a given target market is called

Customer funnel

Company funnel

Marketing funnel

Retailers funnel

36. This is a central point in an enterprise from which all customer contacts are managed.

Contact center

Help system

Multichannel marketing

Call center

Help desk

37. This is the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender, interests, spending habits, and so on.

Customer managed relationship

Customer life cycle

Customer segmentation

Change management

38. CRM technology can help in

Designing direct marketing efforts

Developing new pricing models

Processing transactions faster

All of the above

39. The type of website that engages consumers in interactions that will move them closer to a direct purchase is known as a _____ website.

Customer service

Interactive

Corporate

Marketing

40. When preparing a website, designers should ensure that the site enables user-to-user communication. This design feature is known as _____.

Commerce

Context

Community

Connection

UNIT - V

41. This is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions.

Data mart

Business information warehouse

Business intelligence

Business warehouse

42. This is a systematic approach to the gathering, consolidation, and processing of consumer data (both for customers and potential customers) that is maintained in a company's databases.

Database marketing

Marketing encyclopedia

Application integration

Service oriented integration

43. A well-built e-business infrastructure is a combination of.

Structure and Stability

Safeguards information

Understands costumer priorities

All of the above

44. E-business stands for

Electronic business

Electron business

Electric business

All of the above

45. Customers being able to buy products and services on the Internet is a result of _____

E-business

E-marketing

E-purchasing

E-commerce

46. One of the major problem for e-business growth is

Lack of markets

Lack of sellers

Lack of proper infrastructure

None of the above

47. E-commerce involves the application of _____

Knowledge Management systems

Product Management systems

Services Management systems

All of the above

48. Internet is used in Business to _____

Earn more money

Use latest technology

Speed up business process

To get updated

49. CRM process begins _____

After sales

After sales and before sales

After purchase

Before sales.

50. _____ is networks that connect people within a company to each other and to the company network

Intranets

Extranets

Bit streams

Internets

K2- LEVEL

SHORT ANSWERS:

UNIT - I

1. What is CRM?

CRM stands for Customer Relationship Management and it enables companies to manage business-related processes and all the data associated with them.

2. How long does it take to implement CRM solution?

Implementing a ready solution will take you a couple of days, however, if you need CRM that fully meets your business needs, it's worth building custom solution, so that the length of your project can vary from 2 to 6 months.

3. What modules can be included in CRM?

The most popular modules are Sales, Marketing, and Service, however, these can be modified or go under other names, for example: Client Management, Order Management, Invoice Management, Events and Tasks Management, System Dashboard, etc.

4. How does CRM work with customer mails?

CRM capabilities allow for integration with various mailing solutions from Microsoft Outlook to Google Gmail making it possible to:

- Retrieve emails sent from your customers;
- Automatically direct emails to appropriate users based on workflow rules;
- Send auto replies back to your customers;
- Automatically associate emails with incidents and customers.

5. What are the success factors for CRM?

- Building strong internal partnership around the CRM strategy
- Making the CRM tools customer and employee friendly
- Reporting out only data used, and using the data reported.

6. What is CRM strategy?

CRM strategy may be rolled into a larger strategy such as a customer services strategy. It is important to devise a clear direction as to how the organisation plans to create, maintain and expend customer relationships.

7. What are the components of CRM?

- Operational
- Analytical

- Collaborate
8. What is collaborative CRM?
Collaborative CRM facilitates interactions with customer through all channels such as letter, personal, fax, phone, e-mail, etc., and supports co-ordination. This solution brings people, process and data together to offer better services to their customers.
 9. What is analytical CRM?
The data gathered in operational CRM are analysed to segment customers or to identify the potential for enhancing a relationship with a client.
 10. What Are Objectives Of CRM?
 - To create a consistent customer experience.
 - Your relationship with customer should be thought of as an ongoing conversation without end.
 - Customers talking to Accounts receivables person, sales person, call from telemarketing person, direct marketing, returning to web site.

UNIT - II

11. What is the need for CRM?
 - Provide product information, product use information and technical assistance on website that are accessible 24 hours a day, seven days a week.
 - Help to identify potential problems quickly, before they occur.
 - Provide fast mechanism for handling problems and complaints. .
12. What are the benefits of CRM?
 - i. Customers usage pattern
 - ii. New product development
 - iii. Central data management
13. How can I handle Analytics within CRM?
Normally, analytics section in CRM is represented by reports and dashboards helping you to collect and visualize your customer data, engagement levels, sales reports productivity, won/lost opportunities ratio. Integration with external analytical services such as Google Analytics is also available.
14. What is customer loyalty?
Customer loyalty is the key to future profitability and growth.
15. What are the essential of relationship marketing?
 - i. Collect data and information relating to the prospects

- ii. Carefully scrutinize the list of prospects
- iii. Develop package for maintaining relationship

16. What are the purposes of CRM?

- Provide product information, product use information and technical assistance on website that are accessible 24 hours a day, seven days a week.
- Help to identify potential problems quickly, before they occur.
- Provide a user friendly mechanism.

17. Is CRM easy to use?

A good CRM solution should be easy to use. Hosted CRM solutions are no more complex than the web applications that most people are already familiar with. CRM solutions drawing on proven, familiar web services such as online banking, online shopping and other web-based financial tool easy to understand and use.

18. What is Customer Life Cycle?

The life cycle of the customer is the process the customer has been undergoing to be with company for all the years. This includes the customers purchase history, perhaps how often she taken advantage of special offers directed at her or her customer class.

19. Expand CSS.

Customer service and support

20. CRM stands for

Customer relationship management

UNIT - III

21. Expand B2B

Business to Business

22. Expand B2C

Business to Consumer

23. What is Customer database?

A Customer database 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.

24. What is data mining?

A data mining uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis.

25. What are the drawbacks of CRM?

The main drawback of CRM is

Implementing CRM before creating a customer strategy

Rolling out CRM before changing the organization to match

Stalking, not wooing, customers

26. What is marketing funnel?

In buyer decision process, percentage of potential customers in a given target market is called Marketing funnel

27. What is Contact center?

Contact center is a central point in an enterprise from which all customer contacts are managed.

28. What is Intranets?

An intranet is networks that connect people within a company to each other and to the company network.

29. What is mean by E-business?

E-business is the encompassing term that involves the use of electronic platforms – intranets, extranets and the Internet - to conduct a company's business.

30. What is Service Excellence?

Delivering what customers want with hassle-free service and superior value is called service excellence.

UNIT - IV

31. What is meant by data mining?

Data mining uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis.

32. Mention the drawback of CRM.

- Implementing CRM before creating a customer strategy
- Rolling out CRM before changing the organization to match
- Stalking, not wooing, customers

33. How CRM technology helps to business?

CRM technology can help in designing direct marketing efforts, developing new pricing models and processing transactions faster.

34. What is Customer database?

A Customer database 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.

35. How does the customer service portion of CRM help a business grow?

Customer satisfaction is a key element of customer loyalty. Loyal and satisfied customers become long-term customers. Loyal customers are also your best advocates. Word of mouth recommendations create the most persuasive marketing for your company. In an age where negative customer feedback propagates quickly to online reviews and blogs, customer service cannot be overlooked.

36. Is CRM difficult to set up?

CRM should not be difficult to set up, however, sometimes it is. This is because some traditional CRM implementation requires hardware and software installation, followed by a long period of customization for the requirements of a particular customer. Some CRM software solutions require customization which can only be done by a developer. Hosted CRM only requires an Internet-connected PC with a web browser. Hosted CRM solutions are ready for use after your first login. Adding new features or enhancements is usually a matter of signing up for a new feature.

37. What is meant by contact center?

Contact center is a central point in an enterprise from which all customer contacts are managed.

38. What is customer segmentation?

Customer segmentation is the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender, interests, spending habits, and so on.

39. What is interactive website? The type of website that engages consumers in interactions that will move them closer to a direct purchase is known as Interactive website.

40. How The Data Was Collected In CRM Projects?

There are different types to collect data from CRM projects:

- Responses to Campaigns
- Sales and purchase data
- Web registration data

- Shipping and fulfillment dates
- Account Information
- Service and support records
- Demographic data
- Web sales data

UNIT - V

41. What is Database marketing?

Database marketing is a systematic approach to the gathering, consolidation, and processing of consumer data (both for customers and potential customers) that is maintained in a company's databases.

42. How to keep my data safe in CRM?

To keep your data safe and sound just follow these basics:

- Let the specialist conduct security health check before CRM deployment to find vulnerabilities and prevent possible hacker attacks.
- Keep track of user logins based on IP, API, or browser.
- Set up password defaults to make CRM users create a complex password and change it every 3-6 months.
- Regularly audit the system against the security regulations.

43. What Is CRM Technology?

CRM technology mandates that all interactions between the customer and the company are recorded and stored in a central information database, which can be shared with anyone in the company who contributes to processing the customer's transaction.

44. What Are The CRM Technology Components?

- CRM Engine
- Front-Office Solutions
- Enterprise Application Integrations (EAI) for CRM
- CRM in the Back Office

45. What Are The Types Of CRM Technology?

- Operational CRM.
- Analytical CRM.
- Collaborative CRM.

46. What Are The Features Of Ecrm?

- eCRM implies capabilities like self-service knowledge bases, automated email response, personalization of web content, online product bundling and pricing.
- eCRM gives Internet users the ability to interact with the business through their preferred communication channel.
- eCRM puts much emphasis on the customer satisfaction and reduced cost through improved efficiency.
- eCRM use customer data for personalization, cross-selling and up-selling.
- Sales Force Automation (SFA)and Enterprise Marketing Automation(EMA) is integrated in the eCRM.

47. Is Crm Expensive?

Traditional CRM systems will cost more than Hosted CRM solutions, especially given the IT over head of traditional systems. Traditional CRM systems require dedicated computing hardware, software installation, maintenance, and the staff to manage the process. Since Hosted CRM solutions are already maintained, upgraded, and backed up by the CRM provider, the subscription costs is the only costs incurred by the business user.

48. E-business stands for ____.

Electronic business

49. What is meant by E-business?

Customers being able to buy products and services on the Internet is a result of E-business.

50. What is the major problem for E-business?

One of the major problems for e-business growth is lack of proper infrastructure.

K3 LEVEL

1. What are the objectives of customer relationship management?
2. What are the characteristics of customer relationship management?
3. What is the process of customer relationship management?
4. What are the components of customer relationship management?
5. What are the steps needed for customer relationship management?
6. What are the benefits of customer relationship management?
7. Explain the customer relationship management implementation processes?
8. What are the limitations of customer relationship management?
9. How to achieve customer relationship management goals? Explain it.
10. Write a short note on evolution of customer relationship management.
11. Explain the reasons for adopting customer relationship management strategies.
12. Write a short note on customer relationship management strategies.
13. Explain the customer relationship management implementation strategies.
14. What are the essentials of customer relationship management strategy?
15. Write a short note on customer relationship management process.
16. What are the objectives of customer relationship management process?
17. What are the benefits of customer relationship management process?
18. What are the steps involved in customer relationship management implementation?
19. Explain the customer relationship management business cycle.
20. Explain the procedure for client server model.
21. Write a note on CRM services.
22. Explain the CRM B to C markets.
23. Explain how customer relationship management works in hospitality.
24. Explain how customer relationship management works in telecom.
25. Explain how customer relationship management works in airlines.
26. Explain how customer relationship management works in banking and insurance sector.
27. Explain how customer relationship management works in retail industry.
28. What is the importance of business markets?
29. What are the characteristics of business markets?
30. Explain the role of customer relationship management in service recovery?
31. Write a short note on data warehousing.
32. Distinguish data warehousing and CRM.

33. What are the characteristics of data mining?
34. What are the objectives of call center?
35. What are the features of call center?
36. Explain the customer relationship management functionality.
37. What are the components of call center?
38. What are the measures of call center?
39. What is the role of data mining in banking companies?
40. What is the role of data mining in insurance companies?
41. Write a short note on e-CRM.
42. What are the features of e-CRM.
43. What are the needs of customer relationship management?
44. Explain the e-CRM architecture.
45. What are the various channels of customer interaction?
46. What are the applications of e-CRM?
47. What are the basic requirements needed for customer interaction?
48. What are the advantages of e-CRM?
49. /what are the problems of e-CRM?
50. Explain the e-CRM tools?

K4 / K5 LEVEL

1. Explain the various kinds of customer relationship management.
2. Explain the various components customer relationship management?
3. Explain the various customer relationship management goals.
4. Discuss the steps for achieving customer relationship management goals?
5. Explain the customer relationship management selection process?
6. Explain the advantages and disadvantages of customer relationship management.
7. Explain the various types of customer relationship management strategies.
8. Explain the essential strategies of customer relationship management.
9. Discuss the customer relationship management process selection procedure.
10. Explain the client server mode in customer relationship management.
11. Explain how customer relationship management involves in hospitality services.
12. Discuss the customer relationship management role in retail industry.
13. Discuss the customer relationship management role in banking and insurance sector.
14. Discuss the role of customer relationship management in business markets.
15. Discuss the role of customer relationship management in telecom and airlines services.
16. Explain the data warehousing architecture.
17. Explain the tools and techniques of data mining.
18. Explain how sale force automation works in customer relationship management.
19. Explain the various components of call center.
20. Discuss call center technology.
21. Explain e-CRM architecture.
22. Explain the various channels for customer interaction.
23. Explain the application of e-CRM.
24. Explain the merits and demerits of e-CRM.
25. Explain the tools and techniques of e-CRM.