



<b>Id</b>	<b>1</b>
Question	<b>Best Customer Relationship Management (CRM) Software include</b>
A	Salesforce.com
B	HubSpot CRM
C	Freshsales
D	All of the above
Marks	1.5
Unit	1

<b>Id</b>	<b>2</b>
Question	The concept of CRM strategy refers to practices that are focused on converting each prospect into a customer and retaining your customers by engaging them with personalized communication.
A	TRUE
B	FALSE
C	Neither true nor false
D	Can't comment
Marks	1.5
Unit	1

<b>Id</b>	<b>3</b>
Question	The types of CRM?
A	Operational CRM
B	Analytical CRM
C	Both A & B
D	None of the above
Marks	1.5
Unit	1

<b>Id</b>	<b>4</b>
Question	Salesforce a CRM tool
A	TRUE
B	FALSE
C	Neither true nor false
D	Can't comment
Marks	1.5
Unit	1

<b>Id</b>	<b>5</b>
Question	CRM examines how a business works with its customers, solves their problems, and encourages them to buy products and services
A	TRUE
B	FALSE
C	Neither true nor false
D	Can't comment
Marks	1.5
Unit	1

<b>Id</b>	<b>6</b>
Question	Among which are/is the steps in CRM process?
A	Understand your business's needs
B	Understand users' needs
C	Understand your future customers' needs
D	All of the above
Marks	1.5
Unit	1

<b>Id</b>	<b>7</b>
Question	The components of CRM are:
A	People Management
B	Lead Management
C	Customer Service
D	All of the above
Marks	1.5
Unit	1



<b>Id</b>	<b>8</b>
Question	What are the benefits of CRM?
A	Improved Informational Organisation
B	CRM for Enhanced Communication
C	CRM Improves Your Customer Service
D	All of the above
Marks	1.5
Unit	1

<b>Id</b>	<b>9</b>
Question	Amazon instead of going with its own CRM, uses Salesforce CRM
A	TRUE
B	FALSE
C	Neither true nor false
D	Can't comment
Marks	1.5
Unit	1

<b>Id</b>	<b>10</b>
Question	Customer relationship management (CRM) systems integrate and automate customer-facing processes in sales, marketing, and customer service, providing an enterprise-wide view of customers.
A	TRUE
B	FALSE
C	Neither true nor false
D	Can't comment
Marks	1.5
Unit	1

<b>Id</b>	<b>11</b>
Question	A CRM architecture outlines the strategy, structure, and processes necessary for successful customer relationship management.
A	TRUE
B	FALSE
C	Neither true nor false
D	Can't comment
Marks	1.5
Unit	1

<b>Id</b>	<b>12</b>
Question	Best CRM software
A	Zoho CRM for making sales fun
B	Bitrix24 for multi-channel communication
C	Nutshell for managing a sales team
D	All of the above
Marks	1.5
Unit	1

<b>Id</b>	<b>13</b>
Question	In customer relationship management(CRM), customer lifecycle is a term used to describe the progression of steps a customer goes through when considering, purchasing, using and maintaining loyalty to a product or service.
A	TRUE
B	FALSE
C	Neither true nor false
D	Can't comment
Marks	1.5
Unit	1

<b>Id</b>	<b>14</b>
Question	An intelligent CRM system will not quickly sort and prioritise your leads so that your sales team cannot respond to them in a timely, efficient manner.
A	TRUE
B	FALSE
C	Neither true nor false
D	Can't comment
Marks	1.5
Unit	1

<b>Id</b>	<b>15</b>
Question	What are/ is the different phases of the customer life cycle?
A	marketing
B	Customer acquisition
C	relationship management
D	ALL of the above
Marks	1.5
Unit	1



<b>Id</b>	<b>16</b>
Question	What are/is the stages of the product life cycle?
A	Development
B	Growth
C	Maturity
D	All of the above
Marks	1.5
Unit	1

<b>Id</b>	<b>17</b>
Question	Ways to improve the customer experience
A	Create a clear customer experience vision
B	Understand who your customers are
C	Create an emotional connection with your customers
D	All of the above
Marks	1.5
Unit	1

<b>Id</b>	<b>18</b>
Question	Among which are/ is the Cs of a Customer-Centric Marketing and Sales Pipeline
A	Contact
B	Connect.
C	Conversation
D	All of the above
Marks	1.5
Unit	1

<b>Id</b>	<b>19</b>
Question	Among which are/ is C's in marketing?
A	Customers
B	Competitors
C	Collaborators
D	ALL of the above
Marks	1.5
Unit	1

<b>Id</b>	<b>20</b>
Question	Customer lifetime value is important because, the higher the number, the greater the profits
A	TRUE
B	FALSE
C	Neither true nor false
D	Can't comment
Marks	1.5
Unit	1

<b>Id</b>	<b>21</b>
Question	A loyal customer base leads to:
A	better brand awareness
B	repeat business
C	an increase in market share
D	All of the above
Marks	1.5
Unit	1

<b>Id</b>	<b>22</b>
Question	CRM technology can help in:
A	Designing direct marketing efforts
B	Developing new pricing models
C	Processing transactions faster
D	All of the above
Marks	1.5
Unit	1

<b>Id</b>	<b>23</b>
Question	_____ is the fundamental determinant of a person's wants & behavior
A	Culture
B	Attitude
C	Value
D	None of the above
Marks	1.5
Unit	1



<b>Id</b>	<b>24</b>
Question	Company's monetary, time and energy cost, all are included in
A	Total customer cost
B	Psychological cost
C	Personal benefits
D	Image benefits
Marks	1.5
Unit	1

<b>Id</b>	<b>25</b>
Question	Customized products and services for customers and interaction to individual customers are/is part of
A	Retailer's management
B	Customer relationship management
C	Company relationship management
D	Supplier management
Marks	1.5
Unit	1

<b>Id</b>	<b>26</b>
Question	_____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.
A	Database marketing
B	Customer relationship management
C	CRM analytics
D	B2C
Marks	1.5
Unit	1

<b>Id</b>	<b>27</b>
Question	Advantage of CRM
A	Cost of the Software
B	Improve overall relationship with customer
C	Customization of the Business
D	All of the above
Marks	1.5
Unit	1

<b>Id</b>	<b>28</b>
Question	First step in analysis of customer value is to :
A	Identify customers value attributes
B	Assessing attributes importance
C	Assessing company's performance
D	Assessing competitor's performance
Marks	1.5
Unit	1

<b>Id</b>	<b>29</b>
Question	B2G stands for
A	Business to government
B	Business to consumer
C	Business to business
D	All the above
Marks	1.5
Unit	1

<b>Id</b>	<b>30</b>
Question	_____uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis.
A	Data mining
B	Data survey
C	CRM
D	None of the above
Marks	1.5
Unit	1

<b>Id</b>	<b>31</b>
Question	The main drawback of CRM is
A	Implementing CRM before creating a customer strategy
B	Rolling out CRM before changing the organization to match
C	Stalking, not wooing, customers
D	All of the above
Marks	1.5
Unit	1



<b>Id</b>	<b>32</b>
Question	Lowering operating cost is/are the _____ of the CRM.
A	Objective
B	Element
C	Component
D	None of the above
Marks	1.5
Unit	1

<b>Id</b>	<b>33</b>
Question	Among which is/are C's of CRM
A	Convulsions
B	Convenience
C	Confession
D	Conflict
Marks	1.5
Unit	1

<b>Id</b>	<b>34</b>
Question	Among which is/are is not the type of CRM
A	Operational
B	Confession Management
C	Campaign Management
D	Collaborative
Marks	1.5
Unit	1

<b>Id</b>	<b>35</b>
Question	Zero defects in manufacturing is:
A	is a relevant goal only in electronic assembly
B	is readily achievable in all areas
C	is the goal of TQM
D	is an unobtainable and misleading idea
Marks	1.5
Unit	1

<b>Id</b>	<b>36</b>
Question	Exhibition based on all farming tools comes under _____marketing.
A	Trade show marketing
B	Niche Marketing
C	Freebie marketing
D	Undercover Marketing
Marks	1.5
Unit	1

<b>Id</b>	<b>37</b>
Question	A well-built e-business infrastructure is a combination of
A	Structure and Stability
B	Safeguards information
C	Understands costumer priorities
D	All of the above
Marks	1.5
Unit	1

<b>Id</b>	<b>38</b>
Question	CRM process begins _____
A	After sales
B	After sales and before sales
C	After purchase
D	Before sales
Marks	1.5
Unit	1

<b>Id</b>	<b>39</b>
Question	Technical E-CRM Capabilities is/are:
A	Customer Analytic Software
B	Data Mining Software
C	Business Simulation
D	All of the above
Marks	1.5
Unit	2



<b>Id</b>	<b>40</b>
Question	Among which is/are the Engines of E-CRM:
A	Transaction Engine
B	Customer Centric information store
C	Personalization Engine
D	All of the above
Marks	1.5
Unit	2

<b>Id</b>	<b>41</b>
Question	Reverse Logistics is required because:
A	Goods are defective
B	Goods are unsold
C	The customer simply change their minds
D	All of the above
Marks	1.5
Unit	2

<b>Id</b>	<b>42</b>
Question	Among which are/is the e's of E-CRM
A	Enterprise
B	Evolution
C	Estate
D	None of the above
Marks	1.5
Unit	2

<b>Id</b>	<b>43</b>
Question	Which of the following is true?
A	Value is always lower than price
B	Value is what consumer are prepared to pay
C	Cost is always lower than price
D	Price is always lower than value
Marks	1.5
Unit	2

<b>Id</b>	<b>44</b>
Question	Record which is based on business customers past purchases, sales price and volumes is classified as
A	Business database
B	Customer database
C	Databases marketing
D	Company marketing
Marks	1.5
Unit	2

<b>Id</b>	<b>45</b>
Question	A strength of social media and viral marketing is:
A	Highly targeted with controlled costs
B	Considered credible
C	Cannot be ignored in user's inbox
D	It is possible to reach a large number at relatively low cost
Marks	1.5
Unit	2

<b>Id</b>	<b>46</b>
Question	It is possible to reach a large number at relatively low cost
A	Search engine optimization
B	Search engine marketing
C	Traffic building campaign
D	Quality score
Marks	1.5
Unit	2

<b>Id</b>	<b>47</b>
Question	A marketing campaign will not be successful if the costs of acquiring site visitors and customers are too high. The term used to describe the cost of acquiring a new customer is known as:
A	Allowable cost per acquisition
B	Referrer cost
C	Bounce rate
D	Cost per acquisition
Marks	1.5
Unit	2



<b>Id</b>	<b>48</b>
Question	The method used to assess real cost of providing services to an individual customer is
A	Cost based accounting
B	Activity based accounting
C	Turnover based accounting
D	Price based accounting
Marks	1.5
Unit	2

<b>Id</b>	<b>49</b>
Question	_____is any occasion on which the brand or product is used by end customers
A	Customer touch point
B	Retailers touch point
C	Company touch point
D	None of the above
Marks	1.5
Unit	2

<b>Id</b>	<b>50</b>
Question	_____ 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.
A	Consumer behavior
B	Product cycle
C	Purchase behavior
D	None of the above
Marks	1.5
Unit	2

<b>Id</b>	<b>51</b>
Question	B2C stands for
A	Business to Government
B	Business to Consumer
C	Business to Business
D	All the above
Marks	1.5
Unit	2

<b>Id</b>	<b>52</b>
Question	By integrating customer databases with websites, marketing can be improved and the benefits of electronic customer relationship management (e-CRM) then include:
A	Achieve mass customization
B	Targeting more cost-effectively
C	Lower costs
D	All the above
Marks	1.5
Unit	2

<b>Id</b>	<b>53</b>
Question	The type of website that engages consumers in interactions that will move them closer to a direct purchase is known as a _____ website.
A	Customer service
B	Interactive
C	Corporate
D	Marketing
Marks	1.5
Unit	2

<b>Id</b>	<b>54</b>
Question	_____ is a key e-CRM technique to follow-up a customer when they abandon a shopping cart to encourage them to buy.
A	Retention
B	Personalization
C	Reactivation
D	None of the above
Marks	1.5
Unit	2

<b>Id</b>	<b>55</b>
Question	Online communities or social networks can assist with CRM through,
A	Profiling customers.
B	Researching customer perceptions about products
C	Identifying the highest value customers.
D	Advertising.
Marks	1.5
Unit	2



<b>Id</b>	<b>56</b>
Question	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.
A	Database marketing
B	Marketing encyclopedia
C	Application integration
D	Service oriented integration
Marks	1.5
Unit	2

<b>Id</b>	<b>57</b>
Question	One of the major problem for e-business growth is
A	Lack of markets
B	Lack of sellers
C	Lack of proper infrastructure
D	None of the above
Marks	1.5
Unit	2

<b>Id</b>	<b>58</b>
Question	E-commerce involves the application of _____
A	Knowledge Management systems
B	Product Management systems
C	Services Management systems
D	All of the above
Marks	1.5
Unit	2

<b>Id</b>	<b>59</b>
Question	3-PL stands for
A	Three points logistics
B	Third party logistics
C	Three points location
D	None of the above
Marks	1.5
Unit	2

<b>Id</b>	<b>60</b>
Question	Creating Hype, Excitement, Energy, Curiosity comes under which type of marketing strategies.
A	Niche Marketing
B	Trade Show Marketing
C	Under cover Marketing
D	Freebie Marketing
Marks	1.5
Unit	2

<b>Id</b>	<b>61</b>
Question	E-business stands for
A	Electronic business
B	Electron business
C	Electric business
D	All of the above
Marks	1.5
Unit	2

<b>Id</b>	<b>62</b>
Question	Customers being able to buy products and services on the Internet is a result of _____
A	E-business
B	E-marketing
C	E-purchasing
D	E-commerce
Marks	1.5
Unit	2

<b>Id</b>	<b>63</b>
Question	One of the major problem for e-business growth is
A	Lack of markets
B	Lack of sellers
C	Lack of proper infrastructure
D	None of the above
Marks	1.5
Unit	2



<b>Id</b>	<b>64</b>
Question	_____ is networks that connect people within a company to each other and to the company network
A	Intranets
B	Extranets
C	Bit streams
D	Internets
Marks	1.5
Unit	2

<b>Id</b>	<b>65</b>
Question	Online communities or social networks can assist with CRM through
A	Profiling customers
B	Researching customer perceptions about products
C	Identifying the highest value customers
D	Advertising
Marks	1.5
Unit	2

<b>Id</b>	<b>66</b>
Question	e-CRM is 360-degree customer focused
A	TRUE
B	FALSE
C	Neither true nor false
D	Can't comment
Marks	1.5
Unit	2

<b>Id</b>	<b>67</b>
Question	Electronic customer relationship management provides an avenue for interactions between a business, its customers and its employees through Web-based technologies
A	TRUE
B	FALSE
C	Neither true nor false
D	Can't comment
Marks	1.5
Unit	2

<b>Id</b>	<b>68</b>
Question	E-commerce is the buying and selling of goods and services offline
A	TRUE
B	FALSE
C	Neither true nor false
D	Can't comment
Marks	1.5
Unit	2

<b>Id</b>	<b>69</b>
Question	Transaction of money, funds, and data are also considered as E-commerce
A	TRUE
B	FALSE
C	Neither true nor false
D	Can't comment
Marks	1.5
Unit	2

<b>Id</b>	<b>70</b>
Question	What are disadvantages of e-commerce?
A	Security
B	Tax issue
C	Legal issues
D	All of the above
Marks	1.5
Unit	2

<b>Id</b>	<b>71</b>
Question	What are the two main types of e commerce?
A	B2B
B	B2C
C	Both A & B
D	None of the above
Marks	1.5
Unit	2



<b>Id</b>	<b>72</b>
Question	Which Country has the biggest e-commerce?
A	India
B	Nepal
C	South korea
D	China
Marks	1.5
Unit	2

<b>Id</b>	<b>73</b>
Question	How can e-commerce improve customer service?
A	Ask for feedback
B	Invest in quality site search
C	Provide valuable follow-up
D	All of the above
Marks	1.5
Unit	2

<b>Id</b>	<b>74</b>
Question	Effective supply chain systems help both manufacturers and retailers reduce excess inventory
A	TRUE
B	FALSE
C	Neither true nor false
D	Can't comment
Marks	1.5
Unit	3

<b>Id</b>	<b>75</b>
Question	Electronic supply chain management (e-SCM) is collaborative use of technology to improve the operations of supply chain activities as well as the management of supply chains
A	TRUE
B	FALSE
C	Neither true nor false
D	Can't comment
Marks	1.5
Unit	3

<b>Id</b>	<b>76</b>
Question	A supply chain is a network between a company and its suppliers to produce and distribute a specific product to the final buyer
A	TRUE
B	FALSE
C	Neither true nor false
D	Can't comment
Marks	1.5
Unit	3

<b>Id</b>	<b>77</b>
Question	Changing a supply chain management system takes :
A	financial investment
B	time
C	human resources
D	All of the above
Marks	1.5
Unit	3

<b>Id</b>	<b>78</b>
Question	Types of Supply Chain Management (SCM) Systems:
A	supply chain planning systems
B	Supply chain execution systems.
C	Both A & B
D	None of the above
Marks	1.5
Unit	3

<b>Id</b>	<b>79</b>
Question	How can supply chain be improved?
A	Increase your supply chain's visibility.
B	Engage your IT department
C	Assess your training programs
D	All of the above
Marks	1.5
Unit	3



<b>Id</b>	<b>80</b>
Question	The Supply Chain Management Process includes the building blocks of Supply Chain Management are Strategic Planning, Demand Planning, Supply Planning, Procurement, Manufacturing, Warehousing, Order Fulfillment and Transportation business processes.
A	TRUE
B	FALSE
C	Neither true nor false
D	Can't comment
Marks	1.5
Unit	3

<b>Id</b>	<b>81</b>
Question	What are the benefits of SCM?
A	Better collaboration
B	Improved quality control
C	Higher efficiency rate
D	All of the above
Marks	1.5
Unit	3

<b>Id</b>	<b>82</b>
Question	Among which are/ is the Examples of supply chain activities:
A	farming
B	manufacturing
C	packaging
D	All of the above
Marks	1.5
Unit	3

<b>Id</b>	<b>83</b>
Question	The pillars (or fundamentals) of great supply chain management excellence are/is:
A	strategy
B	service
C	cost
D	All of the above
Marks	1.5
Unit	3

<b>Id</b>	<b>84</b>
Question	_____ is a tool to chart how individual processes are currently being conducted and to help lay out new improved processes.
A	Process mapping
B	Pareto charting
C	Supply chain design
D	Design chain mapping
Marks	1.5
Unit	3

<b>Id</b>	<b>85</b>
Question	The purpose of supply chain management is
A	Provide customer satisfaction
B	Improve quality of a product
C	Integrating supply and demand management
D	Increase production
Marks	1.5
Unit	3

<b>Id</b>	<b>86</b>
Question	A supply chain is made up of a series of processes that involve an input, a _____, and an output.
A	shipment
B	supplier
C	customer
D	transformation
Marks	1.5
Unit	3

<b>Id</b>	<b>87</b>
Question	Logistics is the part of a supply chain involved with the forward & reverse flow of:
A	Goods
B	Services
C	Cash
D	All of the above
Marks	1.5
Unit	3



<b>Id</b>	<b>88</b>
Question	The impact of cost reduction on profits is much larger than the impact of increased
A	innovation.
B	production.
C	information.
D	sales.
Marks	1.5
Unit	3

<b>Id</b>	<b>89</b>
Question	A consumer buying behaviour is influenced by
A	Cultural & social factors
B	Personal Factors
C	Both a & b
D	None of the above
Marks	1.5
Unit	3

<b>Id</b>	<b>90</b>
Question	_____ is the design of seamless value-added processes across organization boundaries to meet the real needs of the end customer.
A	Operations
B	Supply chain management
C	Process engineering
D	Value charting
Marks	1.5
Unit	3

<b>Id</b>	<b>91</b>
Question	Indian marketers use a term called socioeconomic classification which is based on the _____ of chief wage earner
A	Education
B	Occupation
C	Both a & b
D	None of the above
Marks	1.5
Unit	3

<b>Id</b>	<b>92</b>
Question	A person's_____ are all the groups that have a direct or indirect influence on their attitudes or behavior
A	Inspirational groups
B	Reference groups
C	Dissociative groups
D	None of the above
Marks	1.5
Unit	3

<b>Id</b>	<b>93</b>
Question	Integration of business economics and strategic planning has given rise to a new area of study called _____.
A	Micro Economics
B	Corporate Economics
C	Macro Economics
D	Managerial Economics
Marks	1.5
Unit	3

<b>Id</b>	<b>94</b>
Question	A program that is written by third-party vendors is known as
A	open source software.
B	packaged software.
C	custom applications.
D	freeware.
Marks	1.5
Unit	3

<b>Id</b>	<b>95</b>
Question	What type of process would a paper mill be most likely to use?
A	Continuous flow
B	Project
C	Job shop
D	Flow shop
Marks	1.5
Unit	3



<b>Id</b>	<b>96</b>
Question	What type of process would a paper mill be most likely to use?
A	Continuous flow
B	Project
C	Job shop
D	Flow shop
Marks	1.5
Unit	3

<b>Id</b>	<b>97</b>
Question	The method used to assess real cost of providing services to an individual customer is
A	Cost based accounting
B	Activity based accounting
C	Turnover based accounting
D	Price based accounting
Marks	1.5
Unit	3

<b>Id</b>	<b>98</b>
Question	Which of the following creates an online supply chain community that enables partners to collaborate on design, procurement, demand and supply management, and other supply chain activities?
A	supply chain event management.
B	collaborative design
C	supply chain exchange
D	collaborative fulfillment
Marks	1.5
Unit	3

<b>Id</b>	<b>99</b>
Question	The sequence of a typical manufacturing supply chain is,
A	Storage–Supplier–manufacturing–storage–distributor–retailer–customer
B	Supplier–Storage–manufacturing–storage–distributor–retailer–customer
C	Supplier–Storage–manufacturing– distributor–storage–retailer–customer
D	Supplier–Storage–manufacturing–storage– retailer–distributor–customer
Marks	1.5
Unit	3

<b>Id</b>	<b>100</b>
Question	The purpose of supply chain management is,
A	Provide customer satisfaction
B	Improve quality of a product
C	Integrating supply and demand management
D	Increase production
Marks	1.5
Unit	3

<b>Id</b>	<b>101</b>
Question	Which of the following is true for supply chain management?
A	The physical material moves in the direction of the end of chain
B	Flow of cash backwards through the chain
C	Exchange of information moves in both the direction
D	All of the above
Marks	1.5
Unit	3

<b>Id</b>	<b>102</b>
Question	When preparing a website, designers should ensure that the site enables user-to-user communication. This design feature is known as _____.
A	Commerce
B	Context
C	Community
D	Connection
Marks	1.5
Unit	3

<b>Id</b>	<b>103</b>
Question	A well-built e-business infrastructure is a combination of
A	Structure and Stability
B	Safeguards information
C	Understands costumer priorities
D	All of the above
Marks	1.5
Unit	3



<b>Id</b>	<b>104</b>
Question	What is the first step in choosing a supply chain?
A	Developing an umbrella mission statement
B	Understanding the customer
C	Making sure the members of the supply chain harmonize with the organizational culture
D	Creating a unifying interorganizational strategy
Marks	1.5
Unit	3

<b>Id</b>	<b>105</b>
Question	The supply chain management philosophy emerged in which decade?
A	1960s
B	1960s
C	1980s
D	1990s
Marks	1.5
Unit	3

<b>Id</b>	<b>106</b>
Question	Companies manage their supply chains through _____.
A	information
B	transportation modes
C	competitors
D	the Internet
Marks	1.5
Unit	3

<b>Id</b>	<b>107</b>
Question	_____means using market knowledge and a virtual corporation to exploit profitable opportunities in a volatile marketplace.
A	Leanness
B	Agility
C	Custom-configured
D	None of the above
Marks	1.5
Unit	3

<b>Id</b>	<b>108</b>
Question	A _____ encompasses all activities associated with the flow and transformation of goods from the raw material stage, through to the end user, as well as the associated information flows.
A	Production line
B	Supply chain
C	Marketing channel
D	Warehouse
Marks	1.5
Unit	3

<b>Id</b>	<b>109</b>
Question	The supply chain concept originated in what discipline?
A	Marketing
B	Operations
C	Logistics
D	Production
Marks	1.5
Unit	3