FBQ1: The data gathered as a part of CRM must consider customer ……….. and data security.

Answer: Privacy

FBQ2: The act of acquiring, sharing, and developing customer knowledge among employees for making profit for the organization and customers is known as \_\_\_\_\_

Answer: Customer knowledge management

FBQ3: CRM horizontal processes refer to the cross-functional processes like \_\_\_\_\_\_\_\_\_

Answer: Product development

FBQ4: \_\_\_\_\_\_\_\_ is not included in the decision model that explains consumer purchase decision.

Answer: Social stimuli

FBQ5: The role of children as influencers in a wide range of purchase contexts is known as\_\_\_\_\_\_\_\_\_\_\_

Answer: Pester power

FBQ6: The features of customer relationship management does not include \_\_\_\_\_\_\_\_

Answer: Customer purse

FBQ7: \_\_\_\_\_\_\_ can best describes CRM vertical processes

Answer: Customer acquisition

FBQ8: CRM information must be accessible \_\_\_\_\_\_\_\_\_for recognizing and contacting them in the company.

Answer: Customers

FBQ9: \_\_\_\_\_\_\_\_\_\_ is not a CRM process

Answer: Trading process

FBQ10: A figurative term known as \_\_\_\_\_\_\_ is used to describe the cognitive and affective processes of a consumer during a purchase decision

Answer: Black box

FBQ11: According to Akroushetal, (2011) Internal marketing is resulted from interaction between human resource management and\_\_\_\_\_\_\_\_\_\_\_

Answer: Marketing

FBQ12: \_\_\_\_\_\_\_\_is not included in the five generic cross-functional CRM processes

Answer: Customer segmentation

FBQ13: ­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_ is not an advantage of a customer-focused business approach

Answer: Product focused

FBQ14: \_\_\_\_\_\_\_\_\_\_\_is not a price promotion tactics

Answer: Price increase

FBQ15: Business products classification does not include \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Answer: Quality

FBQ16: \_\_\_\_\_\_\_\_\_\_is the first stage in the customer purchase decision process

Answer: Problem recognition

FBQ17: Determinants of customer satisfaction does not include \_\_\_\_\_\_\_\_\_\_\_\_\_

Answer: Haggling

FBQ18: Interaction management process dimensions does not includes \_\_\_\_\_\_\_\_\_\_\_\_

Answer: Interaction intelligence

FBQ19: The reasons for the emergence of customer relationship management according to Duran (2011) does not include\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Answer: Customer behaviour

FBQ20: When a customer makes a repetitive demand of the same product, such customers may be described as being \_\_\_\_\_\_\_\_\_\_\_

Answer: Brand loyal

FBQ21: \_\_\_\_\_\_\_ is not among the steps in Jim Sterne and Matt Cutler customer life cycle matrix

Answer: Potential

FBQ22: Customer behaviour is not concerned about \_\_\_\_\_\_\_\_\_\_\_\_\_

Answer: Production activities

FBQ23: Internal customers includes \_\_\_\_\_\_\_\_\_ in an organisation

Answer: Company personnel

FBQ24: At the customer-facing level\_\_\_\_\_\_\_\_ is not part of the three CRM processes

Answer: Channels

FBQ25: \_\_\_\_\_\_\_\_\_\_ is not an element to be considered during CRM software development

Answer: Written agreement

FBQ26: \_\_\_\_\_\_is not one of the steps in Keller and Kotler (2006) four-step framework for one - to-one marketing that can be adopted on CRM marketing

Answer: Customer orientation

FBQ27: \_\_\_\_\_\_\_\_\_ is not an aspect of customer relationship management

Answer: Negotiation

FBQ28: Customer responses does not include\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Answer: Demographic

FBQ29: ­­­­­­­­­­­­­­­\_\_\_\_\_\_\_ is the last stage of the purchase decision process

Answer: Purchase decision

FBQ30: Decision role in consumer behaviour does not include\_\_\_\_\_\_\_\_\_\_\_\_

Answer: Producer

FBQ31: ………. processes refer to the hidden and non-facing processes in CRM

Answer: Back-office

FBQ32: ………is a vertical CRM processes

Answer: Customer acquisition

FBQ33: The tactics that can be employed by the firms to create customer loyalty does not include……….

Answer: Customer quality

FBQ34: Low level involvement products is associated with ……….

Answer: Low risk

FBQ35: The branch of consumer behaviour that investigates the matching of a brand's personality and the consumer's personality is………

Answer: Self-congruity research

FBQ36: …………. is an example of a front office process

Answer: Procurement process

FBQ37: ………. is not among the levels of investment in customer relationship building

Answer: Advance marketing

FBQ38: CRM implementation processes does not include……

Answer: Merchandizing

FBQ39: The extent to which purchase intentions result in actual sales is known as ………

Answer: Conversion rate

FBQ40: Back-office processes refer to the hidden and non-facing processes from customers like………

Answer: Procurement process

FBQ41: ………. of setting up a CRM involves an agreement (and possibly negotiations) with a CRM vendor or outside consultant regarding setup, services, and support of your CRM system

Answer: Contract Phase

FBQ42: Guidelines to be considered during data migration does not include……..

Answer: Calendar

FBQ43: ……...is not among the steps in CRM selection and implementation processes

Answer: Departmental plans

FBQ44: …….is not a factor to be considered when contracting and licensing software

Answer: Work Phase

FBQ45: The feelings of anxiety that occur in the post purchase stage by a customer is called…….

Answer: Cognitive dissonance

FBQ46: Benefits of customer service training programs to the organization does not include…….

Answer: Price insensitivity

FBQ47: The small set of brands which a consumer pays close attention to when making a purchase decision is………

Answer: Consideration set

FBQ48: Emotional response to the experience provided by, (or associated with) particular product is ………

Answer: Customer satisfaction

FBQ49: CRM delivery processes include……….

Answer: Lead management

FBQ50: ……….. is not a disadvantage of a customer-focused approach

Answer: Increased referrals

MCQ1: ………. processes refer to the hidden and non-facing processes in CRM

Answer: Back-office

MCQ2: From the options provided select the tool that helps a project manager to keep CRM project on track

Answer: Calendar

MCQ3: Which of the following is not one of the advantages of measuring customer satisfaction?

Answer: Evaluate outstanding debt

MCQ4: During training on CRM Software, one of the following is not important

Answer: Task lists

MCQ5: Guidelines to be considered during data migration does not include one of the following

Answer: Calendar

MCQ6: The black box model is related to the black box theory of

Answer: Behaviourism

MCQ7: Consultants help CRM Managers in executing all but one of the following

Answer: Paying salaries

MCQ8: The feelings of anxiety that occur in the post purchase stage by a customer is called

Answer: Cognitive dissonance

MCQ9: Measuring performance before and after the CRM implementation helps you to calculate

Answer: Return on investment

MCQ10: The extent to which purchase intentions result in actual sales is known as ………

Answer: Conversion rate

MCQ11: CRM implementation processes does not include……

Answer: Merchandizing

MCQ12: The last stage of the purchase decision process is ……….

Answer: Purchase decision

MCQ13: Back-office processes of CRM refer to the hidden and non-facing processes from customers and is known as

Answer: Procurement process

MCQ14: The role of children as influencers in a wide range of purchase contexts is called……….

Answer: Pester power

MCQ15: The features of customer relationship management does not include……..

Answer: Customer purse

MCQ16: The tactics that can be employed by the firms to create customer loyalty does not include……….

Answer: Customer quality

MCQ17: ………..describes internal customers in an organisation

Answer: Company personnel

MCQ18: ………is a vertical CRM processes

Answer: Customer acquisition

MCQ19: The branch of consumer behaviour that investigates the matching of a brand's personality and the consumer's personality is………

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MCQ28: ……...is not among the steps in CRM selection and implementation processes

Answer: Departmental plans

MCQ29: The feelings of anxiety that occur in the post purchase stage by a customer is called…….

Answer: Cognitive dissonance

MCQ30: The five generic cross-functional CRM processes does not include

Answer: Customer segmentation

MCQ31: …….is the extent to which an interaction varies from and builds upon the preceding stream of buyer–seller interactions

Answer: Interaction consistency

MCQ32: Determinants of customer satisfaction does not include………

Answer: Haggling

MCQ33: Business products can be classified into the following categories EXCEPT………

Answer: Quality

MCQ34: Benefits of customer service training programs to the organization does not include…….

Answer: Price insensitivity

MCQ35: The small set of brands which a consumer pays close attention to when making a purchase decision is………

Answer: Consideration set

MCQ36: Emotional response to the experience provided by, (or associated with) particular product is ………

Answer: Customer satisfaction

MCQ37: CRM delivery processes include……….

Answer: Lead management

MCQ38: ……….. is not a disadvantages of a customer-focused approach

Answer: Increased referrals

MCQ39: CRM primary processes includes………

Answer: Logistics

MCQ40: Price promotion tactics does not include………..

Answer: Price increase

MCQ41: CRM successful implementation steps does not include……….

Answer: Product segmentation

MCQ42: The five generic cross-functional CRM processes does not include……..

Answer: Customer segmentation

MCQ43: The duties of a CRM Manager includes ONLY……..

Answer: Synergize with other departments

MCQ44: The technique, adopted by a salesperson that an offer is limited, so as to force the consumer to make a quicker decision, and therefore less time evaluating alternatives is ……

Answer: Scarcity attraction

MCQ45: Customer retention approaches in customer relationship management does not include ……….

Answer: Adding managerial benefits

MCQ46: ………..is not among the steps in Jim Sterne and Matt Cutler customer life cycle matrix

Answer: Potential

MCQ47: Customer behaviour is concerned with all the following EXCEPT………..

Answer: Production activities

MCQ48: ……….is the tool that helps a project manager to keep CRM project on track

Answer: Calendar

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Answer: Price increase

MCQ50: When a loyal customer has repetitive requirement of the same product, such customers may be described as………

Answer: Brand loyal