

**CRM final exam**

Answer01(12pts): choose the correct answer

<b>1.</b>	<b>Customer Relationship Management is about</b>
A.	<input type="radio"/> acquiring the right customer
B.	<input type="radio"/> instituting the best processes
C.	<input type="radio"/> motivating employees
D.	<input checked="" type="radio"/> all of the above
<b>2.</b>	<b>CRM technology can help in</b>
A.	<input checked="" type="radio"/> designing direct marketing efforts
B.	<input checked="" type="radio"/> developing new pricing models
C.	<input checked="" type="radio"/> processing transactions faster
D.	<input type="radio"/> None of the above
<b>3.</b>	<b>The main drawback of CRM is</b>
A.	<input checked="" type="radio"/> implementing crm before creating a customer strategy
B.	<input checked="" type="radio"/> rolling out crm before changing the organization to match
C.	<input checked="" type="radio"/> stalking, not wooing, customers
D.	<input type="radio"/> None of the above
<b>4</b>	<b>Arrange the CRM process step: I. customer acquisition /II. retention/III.customer identification /IV.customer development</b>
A.	<input type="radio"/> I-II-III-IV
B.	<input type="radio"/> III-II-I-IV
C.	<input type="radio"/> I-IV-III-II
D.	<input type="radio"/> III-I-IV-II
<b>5</b>	<b>Which of the following reflects the sum of perceived tangible and Intangible benefits and costs to a customer?</b>
A.	<input type="radio"/> Customer satisfaction
B.	<input type="radio"/> Customer perceptions
C.	<input checked="" type="radio"/> Customer value
D.	<input type="radio"/> Customer loyalty

<b>6</b>	<b>Customers lifetime purchases that generate net present value of future profit streams is called</b>
A.	<input checked="" type="radio"/> customer lifetime value
B.	<input type="radio"/> customer purchases value
C.	<input type="radio"/> customer cost incurred
D.	<input type="radio"/> customer relationships
<b>7</b>	<b>The Understanding Customer is :</b>
A.	<input type="radio"/> always in doubt
B.	<input type="radio"/> a person who's difficult to convince
C.	<input checked="" type="radio"/> positive, empathetic, and very inclined to discussion
D.	<input type="radio"/> identifiable by his very confident speech
<b>8</b>	<b>CRM depends on :</b>
A.	<input checked="" type="radio"/> marketing
B.	<input checked="" type="radio"/> sales
C.	<input checked="" type="radio"/> service
D.	<input type="radio"/> costs
<b>9</b>	<b>Number of customers or potential customers who will help in company's growth is classified as</b>
A.	<input type="radio"/> retailer base
B.	<input checked="" type="radio"/> customer base
C.	<input type="radio"/> marketers base
D.	<input type="radio"/> distributors base
<b>10</b>	<b>Customer expectations are affected by</b>
A.	<input checked="" type="radio"/> marketing
B.	<input checked="" type="radio"/> word of mouth
C.	<input checked="" type="radio"/> previous experiences
D.	<input type="radio"/> Customer satisfaction

Answer 03

The first criticism: The expectations disconfirmation model relies on comparing perceived performance with expectations. Many researchers have criticized the sole use of expectations as a benchmark for comparison. Several variables have been proposed as benchmarks. Swan and Trawick suggested the variable of desires, and Cadotte et al. compared the expectations-based model with a norm-based model. This comparison showed that the latter model was significantly more statistically significant than the former in explaining the variance in customer satisfaction. (2pts)

The second criticism: Expectation mismatch as a mediating variable.

The model assumes that the impact of both perceived performance and expectations on customer satisfaction must pass through a disconfirmation stage, meaning a mandatory comparison between the expected and the perceived. However, numerous studies have confirmed a direct impact of expectations and/or perceived performance on customer satisfaction, notably the research conducted by Surprenant and Churchill (1982), Oliver and De Sarbo (1988), and Tse and Wilton (1988). (1pt)

the third criticism:

In addition to expectations, perceptions, and disconfirmation, two cognitive factors can be considered as determinants of satisfaction: justice and attribution, also emotions can be used as a determinant of satisfaction

answer 02: (4pts)

What is the difference between customization and personalization? The difference between personalization and customization depends on who is inputting the data or making the changes. Personalization is the action of creating or modifying an item using customer data to meet an individual's needs. Customization is when the customer manually makes changes to the item to meet their needs or requirements

<b>11</b>	<b>The opposite of the retention rate is called</b>
A.	<input type="radio"/> The Net Promoter Score
B.	<input type="radio"/> The repurchase rate
C.	<input checked="" type="radio"/> The attrition rate
D.	<input type="radio"/> Customer Satisfaction rate
<b>12</b>	<b>In CRM database; a set of information stored in row of the database and pertaining to one customer, is called a:</b>
A.	<input type="radio"/> cluster
B.	<input checked="" type="radio"/> record
C.	<input type="radio"/> flow
D.	<input type="radio"/> factor