

Question 1: Which of the following is NOT a part of Acculturation Mechanism?

- Scalability
- Recruitment
- Training
- Empowerment

Question 2: Market share of any organization is calculated on which of the following bases?

Market share = Organizations sales / Total competitors share

- Market share = organizations sales / Total market share
- Market share = organizations sales / Total competitors sales
- None of the given

Question 3: Customers complaints should be considered helpful EXCEPT:

- Increase customer satisfaction
- Nuisance
- Improvement of product efficiency
- Improvement in sales services

Question 4: A _____ system brings together lots of pieces of information about customers, customer characteristics, sales transactions, marketing effectiveness, responsiveness and market trends.

- Customer relationship management
- Human resource management
- Financial management
- Strategy management

Question 5: Which of the following is the process of enabling personnel to deliver service in manner that is beneficial to both the organization's customers and to itself?

- Training
- Recruitment
- Empowerment
- Accountability

Question 6: A good customer relationship management program will allow a business to:

- Retain good customers
- Retain & acquire customer
- Provide information to customers
- Acquire customers