

VIVEK COLLEGE OF COMMERCE
M.COM. MANAGEMENT - SEMESTER IV
MANAGEMENT OF BUSINESS RELATIONS

SR.NO.	QUESTIONS	A	B	C	D	CORRECT
1	Customer _____ are important vehicles for enterprise as they measure customer satisfaction and therefore helping determine customer loyalty	Training	Satisfaction surveys	Performance appraisal	Selection	Satisfaction surveys
2	The main of CRM is to increase customer _____	Discipline	Dissatisfaction	Operational	Satisfaction	Satisfaction
3	_____ are approaches of CRM	Operational	Collaborative	Strategy	Operational, Collaborative and Strategy	Operational, Collaborative and Strategy
4	_____ curriculum developed for sales and support organizations to train partners	Operational	Leveraging	Collaborative	Strategic	Leveraging
5	_____ leads to the reduction of costs by focusing on retaining customers	T-CRM	Z-CRM	E-CRM	S-CRM	E-CRM
6	_____ should be updated with information about his customers and other stakeholders so as to handle them in a more effective manner	CRM	BRM	TRM	SRM	BRM
7	_____ provides profiles and histories of each interaction the organization has with its customers making an important tool for small & medium business	E-CRM	PTQM	SRM	TRM	E-CRM
8	The _____ approach to CRM monitors and controls the actions of the sales department	Selling	Collaborative	Operational	Buying	Selling
9	CRM works on increasing customer _____	Satisfaction	Loyalty	Complaints	Needs	Loyalty
10	A database that collects information about all the customers is known as _____	CRM	TRM	TQM	PTQM	CRM