

3 Lecture - MGT301

Important Mcqs

1. **What is the main goal of Customer Relationship Management?**

- a) Increase customer satisfaction
- b) Increase company profitability
- c) Increase employee satisfaction
- d) All of the above

Answer: d) All of the above

2. **What does CRM stand for?**

- a) Customer Review Management
- b) Customer Relationship Management
- c) Customer Retention Management
- d) Customer Reward Management

Answer: b) Customer Relationship Management

3. **What is the benefit of using CRM software?**

- a) Improved customer data management
- b) Increased sales
- c) Enhanced customer loyalty
- d) All of the above

Answer: d) All of the above

4. **Which of the following is a component of CRM?**

- a) Sales automation
- b) Marketing automation
- c) Service automation
- d) All of the above

Answer: d) All of the above

5. **Which type of CRM focuses on improving customer service and support?**

- a) Operational CRM
- b) Analytical CRM
- c) Collaborative CRM
- d) None of the above

Answer: a) Operational CRM

6. **What is the purpose of customer segmentation in CRM?**

- a) To understand customer behavior and preferences
- b) To personalize interactions with customers

- c) To improve customer retention
- d) All of the above

Answer: d) All of the above

7. **What is the benefit of using a customer portal in CRM?**

- a) Improved customer self-service
- b) Increased customer satisfaction
- c) Reduced support costs
- d) All of the above

Answer: d) All of the above

8. **What is the primary goal of customer retention in CRM?**

- a) To keep existing customers happy
- b) To acquire new customers
- c) To increase revenue
- d) None of the above

Answer: a) To keep existing customers happy

9. **What is the role of data analytics in CRM?**

- a) To gain insights into customer behavior
- b) To improve marketing campaigns
- c) To optimize sales processes
- d) All of the above

Answer: d) All of the above

10. **Which of the following is an example of a CRM metric?**

- a) Customer acquisition cost
- b) Net promoter score
- c) Customer lifetime value
- d) All of the above

Answer: d) All of the above