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