

## **Chapter:2 ECRM And SCM**

### **MCQ**

<b><u>Questions</u></b>	<b><u>Answers</u></b>
➤ CRM Stands for	Customer Relationship Management.
➤ The Overall Goal of CRM is/are	Better way in Handling new Contacts, Customer Satisfaction
➤ The firm uses CRM to Maintain the	Both Business to Business (B2B) And Business to Customer (B2C) Relationship.
➤ E CRM Stands for	Electronic Customer Relationship Management
➤ E CRM is the Process of managing relationship with Customer Through	Electronic And Information Technology
➤ E CRM Refers to	Building Long Term Relationship with Customer by Satisfying their needs Through Internet
➤ ECRM Uses	Internet And Email, Wireless Technology, PDA Technology
➤ The Features of ECRM	Integration of Business Process And Technology, Strategy to Enable Companies to Manage the Profit And Relationship Effectively
➤ The Goal of ECRM Business Framework Are	Identify the Potential customer, Improved Customer Satisfaction, Expand Customer base
➤ Types of ECRM	Three [Operational Activity, Analytical Activity, Collaborative Activity]
➤ In CRM Customer Acquisition Means	Identifying Appropriate Customer to Target, To Capture the Profile Data of the Customer Contact, To Track Their Behavior Through data Analysis
➤ SFA Means	Sales Force automation
➤ SCM Means	Supply Chain Management
➤ First Step of Supply Chain Management	Understanding Needs of the Consumer
➤ Importance of SCM Includes	Global Dispersion of Manufacturing And Distribution Facilities, Global Competitive Pressures, Rapid advances I Information Technology on the Form of EDI And

	E-commerce
➤ Stages of E Supply Chain	Four,[ Sharing Information, Measurement of joint Performance, Realignment of Work, Redesign of Product And Process]
➤ In SCM Pipeline Structure Means	The Product Goes Through a Series of Production in the Continuous Manufacturing Process
➤ Major Planning Component of E Supply Chain is	Demand Forecasting, Manufacturer Planning, Order Commitment.
➤ In CRM Managing Customer Means	To Better Understand the Needs And Wants And Serve Customers
➤ In Customer Extension What is the Marketing Strategy of Selling of the Related Product to the Prospective customer	Cross Selling Marketing Startegy
➤ Divergent Structure	A Wide variety of Finished Goods Component. Electro Mechanical Systems like thw Category of Supply Chain.
➤ Functional component of ECRM	Workflow Automation, Customer Center Service, Marketing
➤ Data Mining is a	Business Intelligence
➤ CRM helps in Tracking	Marketing Oppertunity
➤ One of the method of Capturing Customer Information	Surveys
➤ CRM Process Begins	After Sales And Before Sales
➤ One of the Top CRM Business Driver is	Automation
➤ A Central Component of CRM Personalization is Reflected in	Product Descriptions
➤ First Step in Analysis of Customer Value is to	Identifies Customer Value Attributes
➤ Aggregate Value of Customer's Base is Classified As	Shareholder Value
➤ One Critical Success factors in Conducting E Marketing is to create	Marketing
➤ E-Procurement Means	Procuring of Raw Materials
➤ E- Business Requires	Accessibility to networks, Computers, Access to markets.

➤ A Well built E Business Infrastructure is the Combination of	Structure os Stability, Safeguard Information, Understand Customer Priorities
➤ Customized marketing Program Designed to build Long Term Relationships With Individual Customers is Known As	One to One Marketing
➤ One Critical Success Factor in Conducting E Marketing is to Create	Marketing Website
➤ The Core Objective of SCM	Meet Customers Need
➤ Hybrid Marketing Systems Are Also Called	Multi Channel Distribution Systems
➤ Intermediary play an Important Role in Matching	Supply And Demand
➤ In Marketing Terms, The Number of Intermediary Levels Indicates the.....of a Channel	Length
➤ A Supply Chain Management System from the Origin of Procurement to the Final Consumption of	Goods or Service
➤ A Company's Channel Decision Directly Affect Every	Marketing Decision.
➤ Which of the Following is not a Typical Supply Chain Member	Producer