DLBCRM01\_Unit01\_Question01

What is the main problem that the management process CRM attempts to solve?

* CRM is a management process that aims to create profitable customer relationships. (1 Pts)
* CRM is a management process that functions as a supplement to supply chain management. (0 Pts)
* CRM is a management process that works to destabilize customer relationships over the long term. (0 Pts)
* CRM is a management process that aims to cultivate internet-based media contacts. (0 Pts)

DLBCRM01\_Unit01\_Question02

Who are the target groups of customer relationship management?

* Prospective, current, and defected customers (1 Pts)
* All of the company’s stakeholders (0 Pts)
* Current customers and the media (0 Pts)
* Potential and unprofitable customers (0 Pts)

DLBCRM01\_Unit01\_Question03

How could the market situation of the 1950s be described?

* It was a seller’s market. (1 Pts)
* It was a buyer’s market. (0 Pts)
* It was an open market. (0 Pts)
* It was a regulated market. (0 Pts)

DLBCRM01\_Unit01\_Question04

What are cross-buying effects?

* Cross-buying effects include the additional or follow-up purchases that a customer makes from a company. (1 Pts)
* The purchase of similar products from a competitor is a cross-buying effect. (0 Pts)
* The cross-buying effect refers to the customer making parallel purchases from both the brick-and-mortar and online stores. (0 Pts)
* Cross-buying effects can only be measured for one-off buyers. (0 Pts)

DLBCRM01\_Unit01\_Question05

How can a company gain a holistic picture of its customers?

* All customer data collected by the company must be analyzed. (1 Pts)
* A simple customer query is transferred to a corresponding matrix. (0 Pts)
* After each customer contact, the employees outline their personal impression of the customer. (0 Pts)
* The data collected is examined and amalgamated into a customer portrait, according to the desired result. (0 Pts)

DLBCRM01\_Unit02\_Question01

Which theories can be considered representative of the neoclassical approach?

* Utility and profit theories (1 Pts)
* Risk theories (0 Pts)
* Learning theories (0 Pts)
* Equity models (0 Pts)

DLBCRM01\_Unit02\_Question02

Which organization theory views the customer as a resource?

* Resource dependence theory (1 Pts)
* The resource-based-view approach (0 Pts)
* Resource enforcement theory (0 Pts)
* The resource-enablement model (0 Pts)

DLBCRM01\_Unit02\_Question03

What assumption is the mere exposure effect based on?

* Repeated, frequent contact with a reference object has a positive effect on the customer’s perception. (1 Pts)
* Repeated, frequent contact with a reference object has a negative effect on the customer’s perception. (0 Pts)
* Repeated, frequent contact with a reference object has no effect on the customer’s perception. (0 Pts)
* The best perceptual effects are produced when the customer has unique and convincing contacts with reference objects. (0 Pts)

DLBCRM01\_Unit02\_Question04

What customer behavior can be considered the result of positive relationship building?

* Follow-up purchases and referrals (1 Pts)
* One-time purchases (0 Pts)
* Increased complaint awareness (0 Pts)
* High susceptibility to competing offers (0 Pts)

DLBCRM01\_Unit02\_Question05

Which communicative orientation should ideally be chosen for relationship building?

* Interaction- and dialog-oriented communication (1 Pts)
* Mass communication (0 Pts)
* One-sided manipulative communication (0 Pts)
* Process communication (0 Pts)

DLBCRM01\_Unit03\_Question01

What does the customer age cycle refer to?

* The relationship between customer needs and the age of the consumer (1 Pts)
* The length of the supplier-customer relationship (0 Pts)
* The strengthening of the customer value over time (0 Pts)
* The declining need for information over time (0 Pts)

DLBCRM01\_Unit03\_Question02

Which life phase could college students be assigned to under the customer life cycle model?

* College students can be assigned to the orientation phase. (1 Pts)
* College students can be assigned to the growth phase. (0 Pts)
* College students can be assigned to the development phase. (0 Pts)
* College students can be assigned to the Silver Generation. (0 Pts)

DLBCRM01\_Unit03\_Question03

Which phase of the customer relationship cycle is the most attractive for the company?

* During the transition from the maturity to the danger phase (1 Pts)
* During the initiation phase (0 Pts)
* During the socialization phase (0 Pts)
* During the termination phase (0 Pts)

DLBCRM01\_Unit03\_Question04

What is the goal of feedback management?

* Stabilizing relationships that are in danger of churning (1 Pts)
* Destabilizing relationships that are in danger of churning (0 Pts)
* Establishing new business relationships (0 Pts)
* Creating a dialogic culture (0 Pts)

DLBCRM01\_Unit03\_Question05

How else can the profitability of customers be measured other than in monetary terms?

* Their information and reference potential (1 Pts)
* Their interaction frequency (0 Pts)
* Using the trust lifetime index (0 Pts)
* The recovery frequency (0 Pts)

DLBCRM01\_Unit04\_Question01

What is the comparative process that underlies the C/D paradigm?

* A psychological comparative process (1 Pts)
* A behavior-oriented comparative process (0 Pts)
* A physical comparative process (0 Pts)
* A morphological comparative process (0 Pts)

DLBCRM01\_Unit04\_Question02

What does negative disconfirmation mean in the context of customer satisfaction?

* The customer’s expectations are not actually met. (1 Pts)
* The company fails to pay attention to customer satisfaction. (0 Pts)
* Customer expectations surpass the negative aspects of the product. (0 Pts)
* Negative opinions posted on the Internet influence satisfaction. (0 Pts)

DLBCRM01\_Unit04\_Question03

What does the acronym CSI stand for?

* Customer Satisfaction Index (1 Pts)
* Certification Standard Index (0 Pts)
* Cross-Selling Index (0 Pts)
* Creative Selling Index (0 Pts)

DLBCRM01\_Unit04\_Question04

What is the area between customer satisfaction and customer dissatisfaction called?

* Zone of indifference (1 Pts)
* Zone of defection (0 Pts)
* Zone of information deficit (0 Pts)
* Decision-making zone (0 Pts)

DLBCRM01\_Unit04\_Question05

How is customer integration manifested?

* Customer knowledge is taken into consideration in company decision-making. (1 Pts)
* The customer’s expressed needs are analyzed. (0 Pts)
* Customer knowledge is collected and rewarded. (0 Pts)
* Customer knowledge is incorporated into the company’s technical knowledge. (0 Pts)

DLBCRM01\_Unit05\_Question01

What are habitual connections?

* Day-to-day connections (1 Pts)
* Connections associated with the place of residence (0 Pts)
* Contractually stipulated connections (0 Pts)
* Unspoken connections (0 Pts)

DLBCRM01\_Unit05\_Question02

What does customer commitment express?

* Emotional connectedness (1 Pts)
* Satisfaction (0 Pts)
* Trust (0 Pts)
* Dependability (0 Pts)

DLBCRM01\_Unit05\_Question03

What do customer retention strategies focus on?

* The phases of the customer relationship cycle (1 Pts)
* The customer’s transaction frequency (0 Pts)
* Consumer intensity (0 Pts)
* The fundamentals of common understanding (0 Pts)

DLBCRM01\_Unit05\_Question04

What does the customer journey consist of?

* All touchpoints, from the customer’s expression of need to after-sales support (1 Pts)
* All customer touchpoints before first contact (0 Pts)
* The customer’s face-to-face contacts (0 Pts)
* The frequency of travel required as part of the seasonal supplier-customer relationship (0 Pts)

DLBCRM01\_Unit05\_Question05

What are the 3Rs of marketing?

* Recruitment – retention – recovery (1 Pts)
* Reaction – restriction – recreation (0 Pts)
* Rest – reach – remain (0 Pts)
* Research – rebuild – restore (0 Pts)

DLBCRM01\_Unit06\_Question01

From which perspective can the customer value be evaluated?

* From the supplier and customer perspective (1 Pts)
* From the supplier and retailer perspective (0 Pts)
* From the customer and distributor perspective (0 Pts)
* From the producer and service provider perspective (0 Pts)

DLBCRM01\_Unit06\_Question02

Which subareas of the transaction potential are taken into account when calculating customer value?

* Basic volume, growth potential, and cost reduction potential (1 Pts)
* Growth potential, information potential, and repeat purchase potential (0 Pts)
* Basic volume, residual volume, and excess volume (0 Pts)
* Cost reduction potential, reference potential, and rejection potential (0 Pts)

DLBCRM01\_Unit06\_Question03

How is the customer contribution margin calculated?

* Revenue minus all costs attributable to the customer (1 Pts)
* Customer costs minus revenue (0 Pts)
* Revenue minus the company’s advertising costs (0 Pts)
* Revenue minus the revenue that is expected to be generated from the customer (0 Pts)

DLBCRM01\_Unit06\_Question04

Which amounts are used to classify customers when performing an ABC analysis?

* Sales and contribution margins (1 Pts)
* Annual amounts (0 Pts)
* Regular and irregular participation amounts (0 Pts)
* Sales and deduction amounts (0 Pts)

DLBCRM01\_Unit06\_Question05

Which statement about artificially bound customers is correct?

* They exhibit high levels of commitment but low levels of connectedness. (1 Pts)
* They exhibit high levels of connectedness but low levels of commitment. (0 Pts)
* They are neutral due to the artificiality of the connection. (0 Pts)
* They show a high level of commitment with a high level of connectedness at the same time. (0 Pts)

DLBCRM01\_Unit07\_Question01

What is the task of CRM in the customer recovery phase?

* The measures should seek to reawaken interest, restore trust, and demonstrate the reliability of the company. (1 Pts)
* Its task is to pique the customer’s interest, build awareness, and promote satisfaction. (0 Pts)
* It should seek to arouse the customer’s intention to buy and their cross-selling potential. (0 Pts)
* The customer’s level of awareness should be increased, and the customer’s potential to recommend the company should be fully taken advantage of. (0 Pts)

DLBCRM01\_Unit07\_Question02

What is the purpose of stimulation strategy measures?

* To prompt customers to make impulse purchases (1 Pts)
* To get customers to engage with the advertising messages. (0 Pts)
* To encourage customers to contact the supplier. (0 Pts)
* To alleviate customer concerns about making bad purchases. (0 Pts)

DLBCRM01\_Unit07\_Question03

What is the difference between fact-based and symbolic customer acquisition strategies?

* Fact-based strategies create direct incentives, whereas symbolic strategies create indirect ones. (1 Pts)
* Fact-based strategies create indirect incentives, whereas symbolic strategies create direct ones. (0 Pts)
* Fact-based strategies have a more lasting effect than symbolic ones. (0 Pts)
* Fact-based strategies are more credible than symbolic ones. (0 Pts)

DLBCRM01\_Unit07\_Question04

Which of the following examples are representative of a short-term commitment strategy?

* Short-term contracts and quantity discounts (1 Pts)
* Long-term contracts and subscriptions (0 Pts)
* Low-price offers and gifts (0 Pts)
* Employee retention and customized services (0 Pts)

DLBCRM01\_Unit07\_Question05

From which metrics are quality management tools derived?

* From quality planning and quality monitoring (1 Pts)
* From quality standards (0 Pts)
* From quality assurance and quality awareness (0 Pts)
* From a competitor’s quality standard (0 Pts)

DLBCRM01\_Unit08\_Question01

What are the required factors for successfully implementing CRM?

* Organizational adjustment and the strong commitment of management and employees (1 Pts)
* Organizational adjustment and a big budget (0 Pts)
* Organizational adjustment and customer involvement (0 Pts)
* Organizational adjustment and commitment of management advisors (0 Pts)

DLBCRM01\_Unit08\_Question02

What is the purpose of a solid CRM system architecture?

* A solid architecture allows for data collected to be synthesized so that it can be evaluated in a targeted manner. (1 Pts)
* A solid architecture provides the basis of a stable IT system. (0 Pts)
* The CRM architecture allows for several CRM systems that can be used in parallel to be created. (0 Pts)
* A solid architecture is easier to implement among both management and employees. (0 Pts)

DLBCRM01\_Unit08\_Question03

Which data is considered transaction data?

* Purchase history, contact history, and product usage (1 Pts)
* Purchase histories, customer characteristics, and psychographics (0 Pts)
* Contact history, demographics, and identification information (0 Pts)
* Sociography, demography, and psychography (0 Pts)

DLBCRM01\_Unit08\_Question04

What does the acronym OLAP stand for?

* Online Analytical Processing (1 Pts)
* One Answer Processing (0 Pts)
* Organizational Analysis of Long-term Processes (0 Pts)
* Online Asking Processing (0 Pts)

DLBCRM01\_Unit08\_Question05

Which pre-economic effectiveness monitoring tools are used in CRM?

* Characteristic measurement, event measurement, and problem measurement (1 Pts)
* Customer lifetime value, ABC analysis (0 Pts)
* Characteristic measurement, customer contribution margin analysis (0 Pts)
* Comparison of actual service to expected service, commitment measurements, reference tools calculations (0 Pts)