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**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER I  
SESSION 2016/2017**

COURSE NAME : CUSTOMER RELATIONSHIP  
MANAGEMENT

COURSE CODE : BIT 30603

PROGRAMME CODE : BIT

EXAMINATION DATE : DECEMBER 2016 / JANUARY 2017

DURATION : 2 HOURS AND 30 MINUTES

INSTRUCTION : ANSWER ALL QUESTIONS

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THIS QUESTION PAPER CONSISTS OF **EIGHT (8)** PAGES

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**SECTION A**

**Instruction: Choose the BEST answer for each of the following questions.**

- Q1** Sales force automation system performs the following tasks **EXCEPT** (2 marks)
- A. contact management.
  - B. sales lead tracking.
  - C. demand forecasting.
  - D. opportunity.
- Q2** Which of the following is **NOT** the reason that Customer Relationship Management (CRM) systems may fail? (2 marks)
- A. Organizational culture that is customer-focused.
  - B. Limited or no input from the customers.
  - C. Thinking that technology is the solution.
  - D. Strategies are too broad.
- Q3** Retailers and manufacturers use \_\_\_\_\_ to match production with consumer demand and to allocate products to stores. (2 marks)
- A. production planning
  - B. demand forecasting
  - C. inventory control
  - D. sales forecasting
- Q4** Which of the following refers to a set of benefits that a company promises to deliver to customers to satisfy their needs? (2 marks)
- A. Customer lock-in.
  - B. Marketing mix.
  - C. Value proposition.
  - D. Market segmentation.

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**Q5** Which of the following customer questions is answered by a company's value proposition? (2 marks)

- A. "Why should I buy your brand rather than a competitor's?"
- B. "What is your company's estimated customer equity?"
- C. "What are the costs involved in the production of your brand?"
- D. "What is the financial stability of your company?"

**Q6** Software that automates sales tasks such as order processing and tracking is known as (2 marks)

- A. sales force automation software.
- B. marketing automation software.
- C. case management software.
- D. supply chain management software.

**Q7** What is essentially the financial value of the customer relationship to the firm? (2 marks)

- A. Stock value
- B. Customer lifetime value
- C. Relationship value
- D. Supply chain management value

**Q8** Which of the following is **NOT** one of the CRM advantages? (2 marks)

- A. Customer acquisition.
- B. Customer retention.
- C. Customer survey.
- D. Customer win-back.

**Q9** Instead of studying individual customer data, ABC Bank is interested in analyzing groups of customers. Members of a group should be similar and markedly different from other customer groups. Which of the following CRM activities should be used to prepare ABC Bank's customer data for analysis? (2 marks)

- A. Regression
- B. Clustering
- C. Estimation
- D. Prediction

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- Q10** Which of the following is a type of business record that a firm can use to track its customers' buying habits? (2 marks)
- A. Forecast
  - B. Marketing budget
  - C. Invoice
  - D. Annual report
- Q11** Which of the following best describes the purpose of CRM software for companies? (2 marks)
- A. Track customer interactions, identify preferences, and develop strategies to satisfy customer needs.
  - B. Sell the most units at the highest price.
  - C. Predict sales patterns for upcoming quarters.
  - D. Determine potential new customers.
- Q12** Explain what 'winning a new customer' means. (2 marks)
- A. It's aided by technology and CRM software.
  - B. It's more expensive than keeping a customer.
  - C. It's the same cost as keeping a new customer.
  - D. It's cheaper than maintaining a relationship with a customer.
- Q13** Which of the following describes customer satisfaction? (2 marks)
- A. When customers feel they are getting a lot of value.
  - B. It is the end result of an effective marketing orientation and occurs when the good or service has met the customer's needs and expectations.
  - C. When a customer purchases an item but is not happy about their purchase.
  - D. When a customer sells an item online for a lower price than they bought it for.
- Q14** What is customer value? (2 marks)
- A. The relationship between goods and services.
  - B. When expensive products deliver satisfaction.
  - C. The relationship between benefits and the sacrifice necessary to obtain those benefits.
  - D. When an individual becomes attached to a marketing campaign.

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- Q15** Which of the following is an example of CRM? (2 marks)
- A. A barista adding whipped cream to a customer's drink around holiday time as a nice gesture.
  - B. Making sure your company is well-known for your return and exchange policy.
  - C. When someone makes a purchase at a boutique, the next morning at ten o'clock, they get an automated, personalized email.
  - D. Free chips and salsa at a Mexican food restaurant.
- Q16** A clearly defined strategy of CRM will help management (2 marks)
- A. prevent interdepartmental conflict.
  - B. evaluate available market opportunities and avoid those that are inconsistent.
  - C. plan and implement touchpoint functional conflicts
  - D. eliminates the need for specific functional objectives.
- Q17** Which of the following is a technique which can be used to learn more about current and potential customers? (2 marks)
- A. Strategic partnerships
  - B. Customer loyalty
  - C. Data mining
  - D. Efficient customer response (ECR)
- Q18** Which of the following is a customer touch point? (2 marks)
- A. Phone inquiries
  - B. E-mail inquiries
  - C. Posting a question to the company by using Twitter
  - D. All of the above
- Q19** An example of a cross-functional business process is (2 marks)
- A. identifying customers.
  - B. transporting the product.
  - C. creating a new product.
  - D. assembling a product.

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**Q20** There are different techniques to both initiate and build relationships with customers. What is the 'customer life cycle'?

(2 marks)

- A. Techniques to encourage customers to increase their involvement with an organization.
- B. The stages each customer will go through in a long-term relationship with a supplier.
- C. An approach to building and sustaining long-term business with a customer.
- D. All of the above.

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**Q23 (a)** Differentiate between operational and analytical CRM. (4 marks)

**(b)** Questions **Q23(i)–Q23(iii)** will be based on **Figure Q23 (b)**.

UlatBuku Book Store is a small book store owned by Mr Lee. He is interested to use CRM for his business. As an IT consultant, you have been approached by him for advice.

**Figure Q23 (b)**

**(i)** List the **FIVE (5)** phases of CRM implementation. (5 marks)

**(ii)** Suggest **TWO (2)** CRM applications which will benefit UlatBuku Book Store. (4 marks)

**(iii)** Draw a customer interaction map for the book store. (6 marks)

**(iv)** Describe **THREE (3)** CRM implementation options that can be considered by Mr Lee. (6 marks)

**- END OF QUESTIONS -**

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