Assignment 5

Due on 2020-10-21, 23:59 IST.

1. Which of the following is not a part of Total Customer Benefit?
   a. Personal Benefit
   b. Psychological Benefit
   c. Functional Benefit
   d. Physical Benefit

   2 points

2. Quality is the sum total of _______ and _______ of a product or service that bear on its ability to satisfy stated or implied needs.
   a. Advantages, Features, Benefits
   b. Functional, Emotional, Social
   c. Features, Characteristics, Needs
   d. None of these

   2 points

3. Quality directly impacts _______.
   a. Loyalty and Profitability
   b. Loyalty and Satisfaction
   c. Satisfaction and Profitability
   d. None of the above

   2 points

4. Which of the following options is a correct choice for characteristics of service?
   a. Tangibility and Profitability
   b. Reliability and Sensitivity
   c. Responsiveness and Profitability
   d. All of the above

   2 points

5. How can a firm maximize its core competencies?
   a. By redesigning the business concept
   b. By redesigning the corporate strategy
   c. By redefining the company’s brand identity
   d. Both A and C

   2 points

6. Which of the following parameters characterize service performance?
   a. Easy to identify and collect
   b. Uncontrolled and unmeasurable
   c. Easy to understand and communicate
   d. All of the above

   2 points

7. Which of the following options determine the cost of losing a customer?
   a. Suffering business expansion and future cash flow decreases
   b. ROI on new customers remains undefined
   c. Company can change price of loyal customers
   d. Both A and C

   2 points

8. _______, _________, and ________ are the characteristics of CRM in product market.
   a. Low transactions, Brand orientation, Check out centers
   b. Brand-oriented, Reliance on supplies, Check out centers
   c. Exchange Programs, High interaction, Brand Community
   d. None of these

   2 points

9. The customer equity of the acquired customer is measured when the acquisition budget is optimal.
   a. True
   b. False

   2 points

10. Whether a marketer should acquire a customer as long as the expected return on the investment achieved by the customer life cycle is higher than the cost of the customer acquisition. Which of the following contributes to the calculation of the expected return on the investment?

   a. Acquisition cost, net contribution from acquiring a prospect in the first few years, customer’s usage
   b. Acquisition cost, net contribution from retaining a customer, customer’s usage
   c. Retention strategy, net contribution from retaining a customer, customer’s usage
   d. Retention strategy, net contribution from acquiring a prospect in the first few years, expected life

   2 points