Assignment 7

1. Which of the following statements is true regarding ICBO customer loyalty?
   a. Only 1 and 2
   b. Only 1 and 3
   c. Only 2 and 3
   d. None of these

2. In the context of a business, refer to a product or service design process in which input from consumers plays a central role from beginning to end.
   a. Multichannel
   b. Hybrid Factor
   c. Customization
   d. None of these

3. Consumer relationship management (CRM) is one of many different approaches that allow a company to manage and analyze its own interactions with its past, present, and potential customers.
   a. True
   b. False

4. Service orientation helps ensure that value is perceived through interactions between the supplier and consumer firms, which is the key to positive __________.
   a. Quality
   b. Satisfaction
   c. Loyalty
   d. None of the above

5. The mission of a company is __________.
   a. To produce and sell a product
   b. To provide a service
   c. To maximize profits
   d. All of the above

6. Connected products and services to consumers and interaction to individual consumers are part of __________.
   a. Retail management
   b. Consumer behavior management
   c. Salesforce management
   d. Supplier management

7. Which of the following is important to create strong products based on brand image?
   a. Reliability
   b. Originality
   c. Durability
   d. All of the above