 Assignment 8

The due date for submitting this assignment is now.

1. Which of the following is not a part of Hilton Hotel Corporation's CRM strategy?
   a. Customer Analytics
   b. Personalisation
   c. Recognition
   d. None of the above

2. What is the full form of CRM tools in context of Hilton Hotel Corporation?
   a. Customer Relationship Management
   b. Customer Relationship
   c. Customer Revenue
   d. Customer Retention

3. Which of the following traits are primary customers for Hilton Hotel Corporation?
   a. Business Travellers
   b. All types of Hotel guests
   c. Hotel Owners
   d. Investors

4. Tidal's market took a hit due to the product based market by offering small products as complimentary items. True or False?

5. How Tidal started earning from a product-based market to service-based market?
   a. Tidal started offering small products as complimentary items.
   b. Tidal started offering coffee subscriptions.
   c. Tidal started offering sleep spots
   d. Not of the above

6. Which of the following is the major challenge faced by Tidal in terms of product discontinuance?
   a. Fast Product Innovation
   b. Issues arising in logistics
   c. Central Sourcing
   d. Increased Marketing Costs

7. Tidal was able to reduce 30-30% of marketing costs through?
   a. Fast Product Innovation
   b. Tidal Image
   c. Designation
   d. Customer Development

8. Which of the following is not a reason for RBC to ensure customer profitability?
   a. To ensure long-term customer loyalty
   b. To ensure a product is rich in content
   c. To focus more on product profitability
   d. To focus on only customer profitability

9. Which of the following competitors can help RBC to convert an unprofitable customer into a profitable one?
   a. Annual Predictive Numbers
   b. Product Profitability
   c. Customer Lifetime Value
   d. All of the above

10. CIP's were and its major benefit was to Hilton Hotel Corporation?
    a. Customer Intelligence Program
    b. Creating Value
    c. Property Management System
    d. Improved Customer Recognition