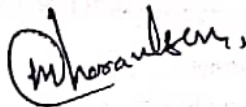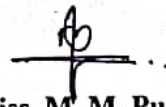# REPORT ON ONLINE TEST – CRM

Name of the College : Vivekanand College, Kolhapur (Autonomous)

Department : Department of Commerce

Subject : Modern Management Practices

Class and Division : B. Com. III (B)

Day and Date : Monday, 16th September, 2019.

Name of Subject Teacher : Miss. Mayakumari Madanlal Purohit

Name of the Activity : Online Test on Basics of Customer Relationship Management.

Objective of the Activity : This activity leads to increase the knowledge of Customer Relationship Management and E- Customer Relationship Management.

No. of Present Students : 27 students

Activity Details : Online test was conducted in B. Com. III year class on Customer Relationship Management. Meaning, definition, nature, concept, importance of CRM and E- CRM are covered in this test. Total 27 students were participated in this test. All students was attended this test by using their mobiles. Questionnaire was prepared in Google form, total 10 questions was set in this questionnaire.

Dr. M. V. Charankar   Miss. M. M. Purohit

(Head of the Department)   **(Subject Teacher)**

VIVEKANAND COLLEGE, KOLHAPUR (Autonomous)

Department of Commerce

NOTICE

Date: 13th Sept, 2019.

All the students of B. Com. III (B) are hereby informed that the o~~~~~ Test on Basics of Customer Relationship Management will be conducte~~~~ Department of Commerce on 16th Sept, 2019 at 8:15 am. in room no. 32. H~~~~, students should remain present with preparation of Customer Relationship Management.

For more details contact Miss. M. M. Purohit.

Principal

for (Dr. S. Y. Hongekar)

VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)
DEPARTMENT OF COMMERCE
CUSTOMER RELATIONSHIP MANAGEMENT for B. Com. Part III

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Vivekanand College, Kolhapur (Autonomous)
CUSTOMER RELATIONSHIP MANAGEMENT ONLINE TEST

1.CRM is related to ....

   a. Company
   b. Customers
   c. Competitor
   d. Cost

2. CRM is abbreviation of ....

   a. Company Related Management
   b. Competitor Related Management
   c. Cost Related Management
   d. Customer Relationship Management

3. Mode of CRM ....

   a. Social Media
   b. Newspaper
   c. Television
   d. All of the Above

4. CRM helps to ....

   a. Decrease in customers
   b. Decline in sales
   c. Both of the Above
   d. None of the Above

5. Aim of CRM is ....

   a. Increase the Number of customers
   b. Increase the cost of production
   c. Decline reputation of compeny
   d. None of the Above

6. E-CRM means ....

   a. Electrical CRM
   b. Electronic CRM
   c. Effective CRM
   d. Efficient CRM

7. E-CRM software ....

    a. Telemarketing
    b. Telesales
    c. Direct mail
    d: Fax
    e. All of the Above

8. Application of Internet based technologies such as emails, websites, chat rooms, forums and other channels to achieve CRM objectives means ....

    a. R-CRM
    b. E-CRM
    c. I-CRM
    d. T-CRM

9. With the help of CRM Customers become ....

    a. Loyal
    b. Ethical
    c. Irregular
    d. Brand Switcher

10. CRM means ....

    a. Customer Retantionsip Management
    b. Customer Readership Management
    c. Customer Relationship Management
    d. Customer Retalianship Management