

# Mis 300 chapter 11



**ASSIGN  
BUSTER**

Over time, the customer relationship with vendors has become more impersonal for all of the following reasons except: customer relationship management systems were developed

Which of the following best describes CRM? a way of thinking and acting

Which of the following is an important enabler of CRM? recognizing that there are many customer touch points

Which of the following is not a customer touch point? none of the above - all are touch points

The complete data on a customer is called: a 360-degree view

Which of the following is the most important enabler of the 360 degree view of the customer across an organization? the organization's data warehouse

Which of the following statements is false? Data consolidation and 360-degree view mean the same thing.

\_\_\_\_\_ systems support the front office business processes which directly interact with customers. Operational CRM

\_\_\_\_\_ includes those areas where customers directly interact with the company. Customer-facing CRM

Which of the follow statements is false about customer interaction centers (CIC)? In inboard telesales the customer calls the CIC.

The sales, marketing, and service functions are part of: operational CRM

In \_\_\_\_\_, company representatives use multiple communication channels to support the communications preferences of customers. customer interaction centers

\_\_\_\_\_ is the component of an operational CRM system that automatically records all the aspects in a sales transaction process. Sales force automation

\_\_\_\_\_ is the practice of marketing additional related products to customers based on a previous purchase. Cross-selling

AT&T sells telephone services that include local and long-distance service, voice mail service, caller ID, and digital subscriber line access to the Internet. This is a form of: bundling

You are in the market for a small economy car. The salesperson has you drive the economy car, and then hands you the keys to a mid-size car of the same brand for you to drive. The salesperson is engaged in: up-selling

\_\_\_\_\_ is a sales strategy where the business person will provide to customers the opportunity to purchase higher-value related products. Up-selling

\_\_\_\_\_ is a form of \_\_\_\_\_. Bundling, cross-selling

A check-in kiosk at the airport would be what type of CRM application?  
Customer touching

\_\_\_\_\_ are simple tools for answering repetitive customer questions.  
Frequently asked questions

Which of the following statements about loyalty programs is false? The purpose of loyalty programs is to reward past behavior

\_\_\_\_\_ systems study customer behavior and perceptions to provide business intelligence. Analytical CRM

\_\_\_\_\_ creates statistical models of customer behavior and the value of customer relationships over time. Analytical CRM

\_\_\_\_\_ is a CRM system that is hosted by an external vendor in the vendor's data center. On-demand CRM

Potential problems with on-demand CRM include all of the following except: increases costs for the organization

The benefits of open-source CRM include all of the following except: it has more functionality than in-house CRM systems

Trends that have led to the supply chain concept include all of the following except: modern organizations are buying their suppliers in order to have more transparency along the supply chain

\_\_\_\_\_ is the ability for all organizations in a supply chain to access or view relevant data on purchased materials as these materials move through their suppliers' production processes and transportation networks to their receiving docks. Supply chain visibility

\_\_\_\_\_ is the time between the receipt of incoming goods and the dispatch of finished, outbound products. Inventory velocity

A(n) \_\_\_\_\_ refers to the flow of materials, information, money, and services from raw material suppliers, through factories and warehouses to the end customers. supply chain

A company's suppliers, suppliers' suppliers, and the processes for managing them is the: upstream portion of the supply chain

Packaging, assembly, or manufacturing take place in which segment of the supply chain? internal

A company's organization and processes for distributing and delivering products to its final customers is the: downstream portion of the supply chain

Distribution or dispersal takes place in which segment of the supply chain? downstream

\_\_\_\_\_ are the physical products, raw materials, and supplies that flow along a supply chain. Material flows

Returned products, recycled products, and disposal of materials or products are called: reverse flows

\_\_\_\_\_ involve money transfers, payments, credit card information and authorization, payment schedules, e-payments, and credit-related data. Financial flows

Which of the following is not a goal of supply chain management? to increase cycle time

Interorganizational information systems result in all of the following except:  
increased cycle time

In the \_\_\_\_\_, the production process begins with a forecast. push model

In the \_\_\_\_\_, the production process begins with a customer order. pull model

Which of the following is not a problem along the supply chain? decreased  
cycle times

The \_\_\_\_\_ is erratic shifts in orders up and down the supply chain. bullwhip  
effect

The bullwhip effect comes from which of the following? all of the above

Which of the following is not responsible for the bullwhip effect? poor supply  
forecast

Which of the following is not a possible solution to supply chain problems?  
horizontal integration

Which of the following is not a benefit of EDI? length of messages is longer

Which of the following is not a limitation of EDI? it is expensive, but ongoing  
operating costs are low

The primary goal of extranets is to do which of the following? foster  
collaboration between and among business partners

Extranets use \_\_\_\_\_ technology to make communication over the Internet  
more secure. virtual private network

The FedEx extranet that allows customers to track the status of a package is an example of which type of extranet? a company and its dealers, customers, and/or suppliers

\_\_\_\_\_ portals automate the business processes involved in purchasing products between a single buyer and multiple suppliers. Procurement