

# ***Managing Customer Relationships: A Strategic Framework***

## **Second Edition**

**Don Peppers and Martha Rogers**

### **Test Questions**

#### **Chapter 1: Evolution of Relationships with Customers**

*Multiple choice: For the following questions, choose the best answer.*

1. For “Industrial Age” companies, competitive advantage is primarily based on: (pp. 3-4)
  - a. Product innovation
  - b. Brands
  - c. Customer information
  - d. a and b
  
2. For “Interactive Age” companies, competitive advantage is primarily based on: (pp. 3-4)
  - a. Product innovation
  - b. Brands
  - c. Customer information
  - d. a and b
  
3. Customer relationship management (CRM) is best characterized as: (pp. 5-6)
  - a. An enterprise-wide strategy
  - b. A marketing strategy
  - c. A customer service discipline
  - d. A software program
  
4. Examples of customer-specific behaviors include all of the following EXCEPT: (p. 7)
  - a. Fans of a product band together on social networking sites and provide service and recommendations to others
  - b. A supervisor orders more computer components by going to a Web page that displays his firm’s contract terms, his own spending to date, and his departmental authorizations
  - c. A marketing copywriter develops a brochure aimed toward 30-something suburban mothers and mails it out to all who fit that specific profile
  - d. A car-rental customer rents a car without having to complete another reservation profile