

Quiz Date: 8<sup>th</sup> May 2020

**Directions (1-7): Read the following passage and answer the questions accordingly.**

Business always starts and closes with customers and hence the customers must be treated as the King of the market. All the business enhancements, profit, status, image etc. of the organization depends on customers. Hence it is important for all the organizations to meet all the customers' expectations and identify that they are satisfied customer. Customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation. It can only be attained if the customer has an overall good relationship with the supplier. In today's competitive business marketplace, customer satisfaction is an important performance exponent and basic differentiator of business strategies. Hence, the more is customer satisfaction; more is the business and the bonding with customer. Customer satisfaction is a part of customer's experience that exposes a supplier's behavior on customer's expectation. It also depends on how efficiently it is managed and how promptly services are provided. This satisfaction could be related to various business aspects like marketing, product manufacturing, engineering, quality of products and services, responses customer's problems and queries, completion of project, post delivery services, complaint management etc.

Customer's perception on supplier helps the customer choose among the supplier on basis of money value and how well the delivered products suit all the requirements. The supplier's services never diminishes after the delivery as customer seeks high values post marketing services which could help them use and customize the delivered product more efficiently. If he is satisfied with the post marketing services then there are good chances for supplier to retain the customers to enhance repeated purchases and make good business profits. It is necessarily required for an organization to interact and communicate with customers on a regular basis to increase customer satisfaction. In these interactions and communications it is required to learn and determine all individual customer needs and respond accordingly. **In case if the products are identical in competition markets, satisfaction provides high retention rates.** For example, shoppers and retailers are engaged with frequent shopping and credit cards to gain customer satisfaction, many high end retailers also provide membership cards and discount benefits on those cards so that the customer remain loyal to them.

Higher the satisfaction level, higher is the sentimental attachment of customers with the specific brand of product and also with the supplier. This helps in making a strong and healthy customer-supplier bonding. This bonding forces the customer to be tied up with that particular supplier and chances of defection very less. Hence customer satisfaction is very important panorama that every supplier should focus on to establish a renounced position in the global market and enhance business and profit. Every business unit emphasizes on spurring a long term relationship with customers to nurture its stability in today's blooming market. Customer's expectations are now not only limited to get best products and services, they also need a face-to-face business in which they want to receive exactly what they demand and in a quick time.

Customer Relationship Management is an upright concept or strategy to solidify relations with customers and at the same time reducing cost and enhancing productivity and profitability in business. An ideal CRM system is a centralized collection of all data sources under an organization and provides an atomistic real time vision of customer information. A CRM system is vast and significant, but it can be implemented for small business, as well as large enterprises also as the main goal is to assist the customers efficiently. Usually an organization consists of various departments which predominantly have access to customer's information either directly or indirectly. A CRM system piles up this information centrally, examines it and then makes it addressable within all the departments. A CRM system is not only used to deal with the existing customers but is also useful in acquiring new customers. The process first starts with identifying a customer and maintaining all the corresponding

details into the CRM system which is also called an 'Opportunity of Business'. The Sales and Field representatives then try getting business out of these customers by sophisticatedly following up with them and converting them into a winning deal. Customer Relationship Management strategies have given a new outlook to all the suppliers and customers to keep the business going under an estimable relationship by fulfilling mutual needs of buying and selling.

Q1. How can overall customer satisfaction be attained?

- (a) By diversifying the limits of the business.
- (b) If the customer has an overall good relationship with the distributor.
- (c) If the customer has an overall good relationship with the supplier.
- (d) Both (b) and (c).
- (e) Both (a) and (b).

Q2. What are the various business facets mentioned that relate to customer satisfaction?

- (a) Quality of products and services.
- (b) Product manufacturing and engineering.
- (c) Marketing and management of complaints.
- (d) Post delivery services.
- (e) All of these.

Q3. Why does the supplier ensure customer retention?

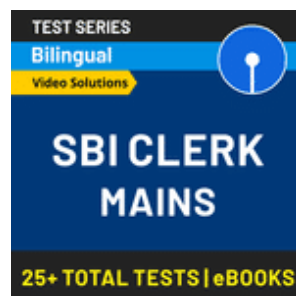
- (a) In order to find practical guidance.
- (b) For acquiring other businesses and adjusting pricing.
- (c) To enhance repeated purchases and make good business profits.
- (d) For challenging the assumptions underlying the organization's strategy and value proposition.
- (e) For implementing and evaluating cross-functional decisions.

Q4. What is one of the concerns with products that requires organizations to be in regular touch with customers?

- (a) Short term revenue and profitability.
- (b) Short time durability of products in markets.
- (c) Constant communication with customers and understanding of needs about the same.
- (d) As the product quality nowadays do not meet the customer needs.
- (e) All of these.

Q5. How does a CRM system provide a real time vision of customer information?

- (a) Through accurate forecasting which makes it good for aligning managements.
- (b) By preventing outdated database and documents at any given moment.
- (c) Both (a) and (b).
- (d) By examining all the information centrally from all the data sources.
- (e) None of these.



Q6. Which of the statements is definitely false according to the passage?

- (a) Every business unit focuses on establishing long term relationship with customers.
- (b) CRM is such a vast and significant system that it is basically used to deal with the existing customers.
- (c) The supplier's services never diminish after the delivery as customer seeks high values post marketing services.
- (d) An ideal CRM system is a centralized collection of all data sources under an organization
- (e) None of these.

Q7. Given below is a sentence from the passage that may or may not be grammatically viable, choose the most suitable alternative that reflects the grammatically correct sentence. If the highlighted sentence does not require any corrections, choose option (e), i.e. "no correction required" as your answer choice.

**Sentence (A):** *"In case if the products are identical in competition markets, satisfaction provides high retention rates."*

- (a) Even if the products are identical in competing markets, satisfaction provides high retention rates.
- (b) In case if the product is identical in competing markets, satisfaction provides high retention rates.
- (c) In case if the products are identical at competing markets, satisfaction provide higher retention rates.
- (d) Even if the products are identical in competition markets, satisfaction provides highest retention rates.
- (e) No correction required

**Directions (8-15):** In the questions given below few sentences are given which are grammatically correct and meaningful. Connect them by the word given above the statements in the best possible way without changing the intended meaning. Choose your answer accordingly from the options provided to form a correct, coherent sentence.

Q8. **UNLESS**

- (A) The new President of the Court of Appeal has warned waiting times of at least 22 months for appeal hearings will get worse.
- (B) The former COA president Mr. Justice Sean Ryan had retired last March and Mr. Justice Paul Gilligan earlier this month.
- (C) The judges due to retire would have more time to actually hear cases rather than have to be freed to write up judgments.
- (D) The new judges are appointed urgently to reduce the delays and cancellations for appeal hearings

- (a) Only A-D
- (b) Only A-C
- (c) Only A-B
- (d) Both A-B and C-D
- (e) None of these

Q9. **ALTHOUGH**

- (A) There has been an increase in the number of birds and animals seen at the sanctuary.
- (B) According to a recently conducted forest census, small and native birds are under threat.
- (C) The release of kites in the sanctuary is the reason why small birds feel threatened.
- (D) This has led to a decrease in the number of small birds which are moving away because of the threat from raptors.

- (a) Only A-D
- (b) Only A-C
- (c) Only A-B

- (d) Both A-B and C-D  
 (e) None of these  
 L1Difficulty 3  
 QTags Conjunctions

**Q10. NOTWITHSTANDING**

- (A) Finance Committee will be evaluating other potential reductions.  
 (B) As a result of the levy failure, we have been working to find ways to further reduce and control our expenses.  
 (C) There has been a planned reduction in the cost of production and maintenance.  
 (D) The need for additional funds remains for the development of a new product.  
 (a) Only C-D  
 (b) Only A-C  
 (c) Only A-B  
 (d) Both A-B and C-D  
 (e) None of these

**Q11. BECAUSE**

- (A) There is a huge heap of garbage on Mumbai-Goa Expressway which is feeding site for kites.  
 (B) There has been a rise in the number of eagles, hawks and vultures in the area.  
 (C) Every year, nature lovers and forest officials conduct the census on Buddha Purnima.  
 (D) Birds like eagles, hawks and vultures thrives on the garbage lying around the area.  
 (a) Only A-D  
 (b) Only B-D  
 (c) Only A-B  
 (d) Both A-B and B-D  
 (e) None of these

**Q12. WHEREAS**

- (A) The data also provides insight into areas where there is stress.  
 (B) In 2017-18, growth rate of exports lagged that of imports by a significant margin.  
 (C) Agriculture, which provides a livelihood for close to half the work force, has grown at a slower pace in every single quarter of 2017-18.  
 (D) The spike in crude prices needs to be offset by prudent fiscal management at all levels of government.  
 (a) Only A-D  
 (b) Only B-D  
 (c) Only A-B

- (d) Both A-B and C-D
- (e) None of these

Q13.

**WHILE**

- (A) Ambiguity may be a good tactic in diplomacy at times
  - (B) Mr. Khan has even spoken about the possibility of a nuclear war
  - (C) This occasion warrants stated clarity that India does not seek conflict
  - (D) A Minister went to the extent of announcing a time frame for starting a war
- (a) Only A-B
  - (b) Only A-C
  - (c) Both B-D and A-C
  - (d) Only A-D
  - (e) None of these

Q14.

**PROVIDED THAT**

- (A) He is willing to give the formula for free to any country that asks
  - (B) They agree to lay down their arms and live in peace
  - (C) Farmers ask for government help
  - (D) They cannot harvest their crops after a drought.
- (a) Only A-B
  - (b) Both A-C and D-B
  - (c) Both A-B and C-D
  - (d) Only A-D
  - (e) None of these

Q15.

**AS THOUGH**

- (A) She gazes toward, but beyond the viewer with a slightly wan and wistful smile,
  - (B) As we descended, my behind bounced off each log we passed
  - (C) I was a piece of laundry being scrubbed on a washboard.
  - (D) She has a secret somewhere deep inside.
- (a) Only A-B
  - (b) Both A-C and D-B
  - (c) Both A-D and B-C
  - (d) Only A-D
  - (e) None of these



### Solutions

S1. Ans.(c)

Sol. Only option (c) is the appropriate choice. Refer to paragraph 1 where it is mentioned that customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation. *It can only be attained if the customer has an overall good relationship with the supplier.*

S2. Ans.(e)

Sol. Option (e) is the correct choice. The answer can be deduced from paragraph 1 where it is mentioned that customer satisfaction is a part of customer's experience that exposes a supplier's behavior on customer's expectation. This depends on *various business aspects like marketing, product manufacturing, engineering, quality of products and services, responses customer's problems and queries, completion of project, post delivery services, complaint management etc.* Hence option (e) is the answer.

S3. Ans.(c)

Sol. Option (c) is the suitable choice. This can be inferred from paragraph 2 where it is given that *there are good chances for supplier to retain the customers to enhance repeated purchases and make good business profits.* Whereas rest all of the given options are not mentioned in the paragraph. And hence so they are irrelevant.

S4. Ans.(c)

Sol. Only option (c) is the correct choice. We can infer our answer from paragraph 2 where it is mentioned that *it is necessarily required for an organization to interact and communicate with customers on a regular basis to increase customer satisfaction.* In these interactions and communications, it is required to learn and determine all individual customer needs and respond accordingly. *Even if the products are identical in competing markets, satisfaction provides high retention rates.*

S5. Ans.(d)

Sol. The suitable answer is option (d). The answer can be deduced from paragraph 4 where it is given an ideal CRM system is a centralized collection of all data sources under an organization and provides an atomistic real time vision of customer information. *It piles up this information centrally, examines it and then makes it addressable within all the departments.*

S6. Ans.(b)

Sol. Option (b) is the correct answer. Among all of the given options only option (b) is false according to the passage. It can be referred from paragraph 4 where it is given a CRM system is not only used to deal with the existing customers but is also useful in acquiring new customers. Rest all of the given options are true.

S7. Ans. (a)

Sol. Sentence (A) contains grammatical errors in it. It is to be noted that usage of “in case” while using “if” becomes incorrect as “in case” itself means ‘if it is true that’, thus one of the words become redundant. Thus, option (b) and (c) are also eliminated. Moreover, to define the quality of the markets an adjective must be used [competing], instead of a noun [competition]. Therefore, option (d) is also eliminated. Since, option (a) is grammatically as well as contextually correct, it becomes our most suitable answer choice.

S8. Ans. (a)

Sol. **Statements (A) and (D)** can be joined together using the conjunction “**unless**”. The conjunction unless is used to mean ‘except if’. The clause which follows unless is a subordinate clause, it needs a main clause to make a complete sentence. Here, statement (A) stands as the main clause while statement (D) as a subordinate clause. Both the sentences are in the similar context and therefore, the statement thus formed is “**The new President of the Court of Appeal has warned waiting times of at least 22 months for appeal hearings will get worse unless new judges are appointed urgently to reduce the delays and cancellations for appeal hearings.**” Hence, option (a) is the most viable answer choice.

S9. Ans. (c)

Sol. **Statements (A) and (B)** can be joined together using the conjunction “**although**”. Although means ‘in spite of something’. It is a subordinating conjunction. This means that the clause which it introduces is a subordinate clause, which needs a main clause to make it complete. Here, statement (B) stands as the main clause while statement (A) as a subordinate clause. The meaningful sentence thus formed is “**Although there has been an increase in the number of birds and animals seen at the sanctuary, according to a recently conducted forest census, small and native birds are under threat.**” Hence, option (c) is the most viable answer choice.

S10. Ans. (a)

Sol. **Statements (C) and (D)** can be joined together using the phrase “**Notwithstanding**”. ‘Notwithstanding’ means although; in spite of the fact that. Both the sentences are in the similar context therefore, the single coherent sentence thus formed is “**Notwithstanding the planned reduction in the cost of production and maintenance, the need for additional funds remains for the development of a new product.**” Hence, option (a) is the most viable answer choice.

S11. Ans. (d)

Sol. **Statements (A) and (B)** as well as **Statements (B) and (D)** can be joined together using the conjunction “**because**”. ‘Because’ is used to introduce a word or phrase that stands for a clause expressing an explanation or reason. In the first case, statement (A) stands as a reason for the event in statement (B). The meaningful sentence thus formed is “**There has been a rise in the number of eagles, hawks and vultures in the area because there is a huge heap of garbage on Mumbai-Goa Expressway which is feeding site for kites,**” In the second case, statement (D) stands as a reason for the event in statement (B). The meaningful sentence thus formed is “**There has been a rise in the number of eagles, hawks and vultures in the area because of the garbage lying around on which these birds thrive.**” Hence, option (d) is the most viable answer choice.

S12. Ans. (e)

Sol. All the statements given are independent and complete themselves. It should be noted that all the four statements cannot be contextually linked together using the given phrase or conjunction. Hence, option (e) becomes the most suitable choice.

S13. Ans. (c)

Sol. Both Statements B-D and A-C can form a grammatically and contextually correct sentence using the conjunction 'while' which means 'during the time that; at the same time as' or 'whereas (indicating a contrast).' The sentences thus formed are:

(I) Ambiguity may be a good tactic in diplomacy at times while this occasion warrants stated clarity that India does not seek conflict.

(II) Mr. Khan has even spoken about the possibility of a nuclear war while a Minister went to the extent of announcing a time frame for starting a war.

S14. Ans. (c)

Sol. Both Statements A-B and C-D can form a grammatically and contextually correct sentence using the conjunction 'provided that' which is used to say what must happen or be done to make it possible for something else to happen.' The sentences thus formed are:

(I) He is willing to give the formula for free to any country that asks provided that they agree to lay down their arms and live in peace

(II) Farmers ask for government help provided that they cannot harvest their crops after a drought.

S15. Ans. (c)

Sol. Both Statements A-D and B-C can form a grammatically and contextually correct sentence using the conjunction 'as though' which means 'as would be the case if.' The sentences thus formed are:

(I) She gazes toward, but beyond the viewer with a slightly wan and wistful smile, as though she has a secret somewhere deep inside

(II) As we descended, my behind bounced off each log we passed as though I was a piece of laundry being scrubbed on a washboard.

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