Model Question paper for online examination
M.Sc.CS Part- 2 Paper 4: Optimization Techniques & Customer Relations Management

1. Customer Relationship Management is about
a) Acquiring the right customer
b) Instituting the best processes
c) Motivating employees
d) All of the above

2. CRM technology can help in
a) Designing direct marketing efforts
b) Developing new pricing models
c) Processing transactions faster
d) All of the above

3. A _____ is an organized collection of detailed information about individual customers or prospects that is accessible, actionable and current for marketing purposes such as lead generation and others.

a) Customer database
b) Customer mailing list
c) Business database
d) None of the above

4. _____uses sophisticated mathematical and statistical techniques such as neutral networking and cluster analysis.

a) Data mining
b) Data survey
c) CRM
d) None of the above

5. The main drawback of CRM is

a) Implementing CRM before creating a customer strategy
b) Rolling out CRM before changing the organization to match
c) Stalking, not wooing, customers
d) All of the above

Q6. Constraint in an LP model restricts

A. Value of the objective function
B. Value of the decision variables
C. Use of the available resources
D. All the options

Q7. While solving a LP model graphically, the area bounded by the constraints is called

A. feasible region
B. infeasible region
C. unbounded solution
D. None of the options

Q8. Constraints in an LP model represents
A. Limitations
B. Requirements
C. Balancing limitations and requirements
D. All the options

Q9. While plotting constraints on a graph paper terminal points on both the axes are connected by a straight line because
A. the resources are limited in supply
B. the objective function is a linear function
C. the constraints are linear equation or inequalities.
D. All the options.

Q10. Alternative solutions exist of an LP model when
A. one of the constraints is redundant
B. objective functions equation is parallel to one of the constraints
C. two constraints are parallel
D. All the options