

## **Customer Segmentation & CRM**

1. What are the four key components to consider in a customer segmentation tool?
  - a) Demographics, Geographic location, Psychographics, Behavioral data
  - b) Customer equity, Profitability, Lifetime value, Market share
  - c) Product type, Price range, Market growth, Revenue model
  - d) Engagement rate, Ad impressions, Conversion rate, Bounce rate
2. What is the difference between customer equity, profitability, and lifetime value?
  - a) Customer equity is the total revenue from a single customer, profitability is the total revenue from all customers, and lifetime value is the predicted future revenue from a customer
  - b) Customer equity is the total value of all customers, profitability is a measure of short-term revenue, and lifetime value is the projected revenue from a customer over time
  - c) Customer equity measures potential leads, profitability measures engagement, and lifetime value measures churn rate
  - d) Customer equity and profitability are the same, and lifetime value is just another term for revenue
3. How can data collected by CRMs help in product development?
  - a) By tracking employee productivity and cutting down costs
  - b) By providing insights into customer needs, preferences, and feedback
  - c) By eliminating the need for advertising and marketing research
  - d) By predicting stock market trends
4. What type of customer data is typically collected by CRMs?
  - a) Personal details, purchase history, and customer interactions
  - b) Social Security numbers, medical records, and income tax reports
  - c) Product supply chain details and manufacturing costs
  - d) Employee salaries, vacation records, and attendance

## **Marketing & Sales**

5. What is the difference between prospecting and qualifying a potential customer?
  - a) Prospecting is identifying potential customers, while qualifying determines if they are a good fit
  - b) Prospecting is closing deals, while qualifying is finding leads
  - c) Prospecting happens after a sale, while qualifying is the final step of the customer journey

- d) There is no difference between the two
- 6. What is an ideal customer profile (ICP) based on?
  - a) Location, hobbies, and their employer's revenue
  - b) Personal demographics, behavioral data, and business needs
  - c) The number of sales a company has made in the past year
  - d) The number of referrals a customer has given
- 7. What is the difference between MQL (Marketing Qualified Lead) and SQL (Sales Qualified Lead)?
  - a) MQLs are leads interested in marketing materials, while SQLs are ready for direct sales outreach
  - b) MQLs have signed a contract, while SQLs have not
  - c) SQLs are leads still researching a product, while MQLs are making a final purchase
  - d) MQLs and SQLs are the same

### **Internet & Networking**

- 8. What is the Internet?
  - a) A local area network that connects devices in one building
  - b) A global network connecting millions of computers worldwide
  - c) A private database storing information on customers
  - d) A company's internal software used for employee management
- 9. Which of the following is an example of an activity that requires the Internet?
  - a) Playing a DVD movie
  - b) Browsing social media on a smartphone
  - c) Reading a printed newspaper
  - d) Taking notes with a pen and paper
- 10. What is the difference between a LAN and a WAN?
  - a) A LAN is a small, localized network, while a WAN spans large geographic areas
  - b) A LAN is a worldwide network, while a WAN is a personal home network
  - c) LANs and WANs are the same but used in different industries
  - d) A WAN is always wireless, while a LAN requires cables
- 11. What is Web 3.0?
  - a) A decentralized version of the Internet with AI-driven and blockchain-based features
  - b) A new social media platform
  - c) The next operating system update for personal computers
  - d) A marketing term for faster Wi-Fi

## **Data & Databases**

12. What is SQL used for?
  - a) Managing customer relationships
  - b) Querying and managing databases
  - c) Designing websites
  - d) Sending emails
13. What are the three most common SQL commands?
  - a) SELECT, INSERT, DELETE
  - b) COPY, PASTE, SAVE
  - c) LOGIN, LOGOUT, REFRESH
  - d) POST, SHARE, COMMENT
14. What is the difference between a Data Warehouse and a Data Mart?
  - a) A Data Warehouse stores all company data, while a Data Mart focuses on specific departments
  - b) A Data Warehouse is a physical building, while a Data Mart is a digital repository
  - c) A Data Warehouse is for cloud storage, while a Data Mart is only on-premises
  - d) A Data Warehouse stores real-time data, while a Data Mart only stores past data
15. Why do companies anonymize data?
  - a) To protect personal information and comply with privacy laws
  - b) To make databases run faster
  - c) To prevent employees from accessing company data
  - d) To increase the amount of data they can collect

## **Emerging Technologies & Cloud Computing**

16. What is the Internet of Things (IoT)?
  - a) A network of connected devices that collect and share data
  - b) A special type of Internet designed only for business use
  - c) A government-run surveillance system
  - d) A website that allows users to stream videos
17. How does blockchain security work?
  - a) It uses cryptographic hashing and decentralization to protect data
  - b) It stores all information in one secure location
  - c) It uses passwords that expire every few minutes
  - d) It requires users to verify their identity with government-issued IDs

18. Which of the following is a benefit of Cloud Computing?
- a) Reduced hardware costs and increased scalability
  - b) Complete elimination of cybersecurity risks
  - c) Data can never be lost or compromised
  - d) The ability to access the Internet without a Wi-Fi connection
19. What is an example of a Collaboration Software tool?
- a) Microsoft Teams
  - b) Excel
  - c) Photoshop
  - d) iTunes
20. What are the four criteria for a block to be added to a blockchain?
- a) It must be verified, encrypted, connected to previous blocks, and time-stamped
  - b) It must be stored on a private network, contain at least 1 MB of data, have an owner, and be backed up
  - c) It must be stored on a government database, verified by employees, encrypted, and backed up
  - d) It must be downloaded, installed, registered, and activated
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Here's the answer key for the multiple-choice questions:

### **Customer Segmentation & CRM**

- 1. **a)** Demographics, Geographic location, Psychographics, Behavioral data
- 2. **b)** Customer equity is the total value of all customers, profitability is a measure of short-term revenue, and lifetime value is the projected revenue from a customer over time
- 3. **b)** By providing insights into customer needs, preferences, and feedback
- 4. **a)** Personal details, purchase history, and customer interactions

### **Marketing & Sales**

- 5. **a)** Prospecting is identifying potential customers, while qualifying determines if they are a good fit
- 6. **b)** Personal demographics, behavioral data, and business needs
- 7. **a)** MQLs are leads interested in marketing materials, while SQLs are ready for direct sales outreach

### **Internet & Networking**

- 8. **b)** A global network connecting millions of computers worldwide
- 9. **b)** Browsing social media on a smartphone
- 10. **a)** A LAN is a small, localized network, while a WAN spans large geographic areas
- 11. **a)** A decentralized version of the Internet with AI-driven and blockchain-based features

### **Data & Databases**

- 12. **b)** Querying and managing databases
- 13. **a)** SELECT, INSERT, DELETE
- 14. **a)** A Data Warehouse stores all company data, while a Data Mart focuses on specific departments
- 15. **a)** To protect personal information and comply with privacy laws

### **Emerging Technologies & Cloud Computing**

- 16. **a)** A network of connected devices that collect and share data
- 17. **a)** It uses cryptographic hashing and decentralization to protect data
- 18. **a)** Reduced hardware costs and increased scalability
- 19. **a)** Microsoft Teams
- 20. **a)** It must be verified, encrypted, connected to previous blocks, and time-stamped