**Multiple Choice Questions**

**4 Events and Customer Relationship Marketing**

Question 1

Are the following statements true or false?

I The focus in relationship marketing is not primarily on the transaction, but mostly on building close relationships.

II The focus in relationship marketing is more on the four Ps than on the three Rs.

A Statement I is true, statement II is false.

B Statement I is false, statement II is true.

C Both statements are true.

D Both statements are false.

Question 2

Are the following statements true or false?

I The four Ps are the basis for building a 3R model.

II The 3R model always begins with the exchange of reputation.

A Statement I is true, statement II is false.

B Statement I is false, statement II is true.

C Both statements are true.

D Both statements are false.

Question 3

Which of the following statements is false?

A The interaction between relationships (customer-organization) is crucial in order to maintain a continuous dialogue and give each other feedback.

B A long-term relationship provides mutual insight into the business operations.

C In a long-term relationship, the customers is less sensitive to advances from other parties.

D A long-lasting relationship is only based on an experiential dimension.

Question 4

What is the main reason for using events as a relationship marketing tool?

A Events contribute to maintaining relationships.

B Relationships can be registered by means of events.

C Events are part of a CRM system.

D Events provide an experience for relationships.

Question 5

Target groups of relationship events are:

A Current and potential customers of an organization or company.

B Only the current customers of an organization or company.

C The customers and employees of an organization or company.

D All important relationships of an organization or company.

Question 6

Put the customer loyalty ladder in the right order. Start with the group that has the least customer value: 1 = prospect, 2 = client, 3 = customer, 4 = supporter, 5 = advocate.

A 5, 3, 4, 1, 2.

B 1, 3, 2, 5, 4.

C 3, 1, 2, 4, 5.

D 1, 3, 2, 4, 5.

Question 7

Reasons to use events in a relationship marketing strategy are:

A Showing appreciation, providing information, surprising, activating.

B Connecting, developing, surprising, showing appreciation.

C Activating, connecting, developing, providing information.

D Surprising, discovering, thanking, developing.

Question 8

Are the following statements true or false?

I On the basis of customer knowledge and business objectives, companies can use events to achieve success quickly, but also to build lasting relationships.

II Curry’s customer pyramid shows which customers are important to an organization.

A Statement I is true, statement II is false.

B Statement I is false, statement II is true.

C Both statements are true.

D Both statements are false.

Question 9

Ernst & Young is one of the largest financial services companies in the Netherlands and has been a partner of NOC\*NSF (Dutch Olympic Committee \* Dutch Sports Federation) since 1999. During the Olympic Games, the company invites its most important customers to athletics competitions.

Statement: What is the main reason of Ernst & Young to invite its customers to this event?

A Showing appreciation.

B Informing customers.

C Activating customers.

D Encouraging customers to buy.