

# CRM Practice Test Questions and Answers

## 1. What is 'Zia' in Zoho CRM?

- A) Zoho's CEO and founder
- B) Zoho CRM's AI-powered sales assistant providing predictions, insights, and automation
- C) A Zoho CRM pricing tier
- D) A Zoho integration marketplace

## 2. What is 'CRM gamification'?

- A) Using gaming software to manage CRM data
- B) Applying game mechanics like points, badges, and leaderboards to motivate CRM usage
- C) Creating video game marketing campaigns
- D) Testing CRM systems through game simulations

## 3. What does 'CRM ROI' measure?

- A) The financial return generated from CRM investment relative to its cost
- B) The speed at which CRM pages load for users
- C) The number of records stored in the CRM database
- D) The CRM vendor's annual revenue growth

## 4. What is a HubSpot 'Workflow'?

- A) A manual sales process checklist
- B) An automated series of actions triggered by contact behavior or properties
- C) A project management board
- D) A custom reporting dashboard

**Answers: 1-B 2-B 3-A 4-B**

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