

# CRM Software Practice Test Questions and Answers

## 1. What does CRM stand for?

- A) Customer Revenue Management
- B) Customer Relationship Management
- C) Corporate Resource Management
- D) Customer Retention Marketing

## 2. What is the primary benefit of implementing CRM software?

- A) Reducing employee wages
- B) Centralizing customer data and improving customer relationships
- C) Eliminating the need for customer service
- D) Increasing product prices

## 3. Which feature is essential in most CRM systems?

- A) Video editing capabilities
- B) Contact management and sales pipeline tracking
- C) Gaming functions
- D) Music streaming

## 4. How does CRM software help with sales management?

- A) It automatically completes all sales
- B) It tracks leads, opportunities, and sales performance
- C) It eliminates the need for salespeople
- D) It sets product prices automatically

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

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