# Business Systems Exam Practice 11 marks

1. Which of the following may be an indication of an ineffective Customer relationship Management (CRM) Process in a business?: (1mark)  
     
   a) Increased customer base  
   b) Increased customer loyalty  
   c) Increased customer complaints   
   d) Increased Sales

2. A legal company uses **helpdesk** **software** to support its customers. **Explain** the **benefits** and **limitations** of the legal company using helpdesk software [*10marks*]

Answers:

1. *C*
2. 