

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
CUSTOMER RELATIONSHIP MANAGEMENT – CBU 2202
SUPPLEMENTARY EXAMINATION – SEPTEMBER 2007**

TIME ALLOWED 3 HOURS

INSTRUCTIONS TO CANDIDATES

- *Answer any four questions.*
- *Questions may be answered in any order.*
- *As much as possible, use relevant examples.*

QUESTION 1

Discuss the key aspects of the Customer Management Assessment Tool (CMAT) as a basis for understanding and managing customers. **[25 marks]**

QUESTION 2

Using examples, discuss the following concepts:

- | | |
|------------------------------|------------------|
| (a) customer life-time value | [5 marks] |
| (b) customer retention | [5 marks] |
| (c) customer acquisition | [5 marks] |
| (d) customer centric | [5 marks] |
| (e) up-selling | [5 marks] |

QUESTION 3

What programmes would you put in place to enhance customer relationships in your organization? **[25marks]**

QUESTION 4

“After all, you are not the only customer – with or without you, we can still survive.” Is this statement consistent with the basic principles of customer relationship management? Discuss. **[25 marks]**

QUESTION 5

Discuss the relevance of the servqual model to a customer relationship manager. **[25marks]**

QUESTION 6

- (a) To what extent would the current programme on price monitoring have on maintaining customer relationship? **[15marks]**
- (b) Suggest programmes/solutions to avert the above outcomes. **[10 marks]**

QUESTION 7

Assuming that your organization is introducing customer relationship management as a new programme.

- (a) What do you assume could be implementation problems? **[15 marks]**
- (b) How best would you deal with the above? **[10 marks]**