

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

CUSTOMER RELATIONSHIP MANAGEMENT – CBU 2202

SUPPLEMENTARY EXAMINATION - OCTOBER 2009

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- (i) Answer any **Four (4)** Questions.
- (ii) All questions carry **25** marks each
- (iii) Questions may be answered in any order
- (iv) As much as possible, use relevant examples

QUESTION 1

1. You have been appointed customer relationship management executive of your organization. Outline the benefits that Customer Relationship Management (CRM) will bring to your organization in this competitive environment.
(25 Marks)

QUESTION 2

2. Discuss the Customer Expectations Model and its relevance to CRM
(25 Marks)

QUESTION 3

Discuss the challenges that a company faces when implementing CRM especially in Zimbabwe.
(25 Marks)

QUESTION 4

Discuss the Customer Life Cycle concept commenting on the appropriate strategy for each stage.
(25 Marks)

QUESTION 5

Discuss the five gaps of the Servqual Model by Parasuraman and others. **(25 Marks)**

QUESTION 6

Write notes on each of the following:

- a) customer churn **(5 Marks)**
- b) back-line staff **(5 Marks)**
- c) cross-selling **(5 Marks)**
- d) customer retention **(5 Marks)**
- e) CRM Analytics **(5 Marks)**

QUESTION 7

“The three Cs-customers, competition and change-have created a new world of business.” (Hammer and Champy !994:24). Discuss. **(25 Marks)**

END OF EXAMINATION