

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

CUSTOMER RELATIONSHIP MANAGEMENT– CBU 2202

SUPPLEMENTARY EXAMINATION – AUGUST 2010

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer any **four** questions.

INFORMATION TO CANDIDATES

- i) Questions may be answered in any order.
- ii) All questions carry **25** marks.
- iii) Credit will be given for use of pertinent examples.
- iv) This paper consists of **seven** questions.

QUESTION 1

State and explain briefly five key determinants of SERVQUAL model. **(25 Marks)**

QUESTION 2

Discuss CRM strategies used at each of the various stages of the customer life time cycle.
(25 Marks)

QUESTION 3

Identify one model of CRM of your choice and discuss its relevance to CRM.

(25 Marks)

QUESTION 4

Write brief notes on the following:

- Customer satisfaction (5 Marks)
- Up-selling (5 Marks)
- Customer lifetime value (5 Marks)
- Customer profiling (5 Marks)
- Moment of Truth (5 Marks)

QUESTION 5

What challenges are encountered in implementing CRM with particular reference to the Zimbabwean situation. (25 Marks)

QUESTION 6

‘The best way to win the hearts of customers is to introduce various programmes aimed at customer retention’ Discuss. (25 Marks)

QUESTION 7

As a CRM Director for a large retail organization prepare a report for the Board detailing the benefits of the strategy you have formulated for relationships with your customers. (25 Marks)

END OF EXAMINATION