

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

CUSTOMER RELATIONSHIP MANAGEMENT –CBU 2202

SUPPLEMENTARY EXAMINATION – AUGUST 2014

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer any **four** questions.

INFORMATION TO CANDIDATES

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

QUESTION 1

‘Customer Relationship Marketing (CRM) as a new marketing strategy has become popular among Zimbabwean companies in the service industry.’ Using practical examples, discuss factors that led to the popularity and development of CRM as a marketing strategy among Zimbabwean companies. **(25 marks)**

QUESTION 2

Explain the following terms in Customer Relationship Management and show their implications for marketing strategy.

- a) moment of truth **(5 marks)**
- b) customer satisfaction **(5 marks)**
- c) customer loyalty **(5 marks)**
- d) up-selling **(5 marks)**
- e) customer segmentation **(5 marks)**

QUESTION 3

Analyse the role of customer loyalty programmes in Customer Relationship management.

(25 marks)

QUESTION 4

Examine the concept of Customer Life Cycle in Customer Relationship Management.

(25 marks)

QUESTION 5

Using an organization of your choice, discuss the benefits and challenges in launching and implementing a CRM strategy.

(25 marks)

QUESTION 6

With the use of practical examples, explain the Customer Expectations Model, indicating the various marketing strategies relevant for each level.

(25 marks)

QUESTION 7

Evaluate the impact of the political, economic, social and technological factors on an organization pursuing Customer Relationship Management as a marketing strategy.

(25 marks)

END OF EXAMINATION