

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT

DISTRIBUTION & LOGISTICS MANAGEMENT – CBU 2201

SEPTEMBER 2008 SUPPLEMENTARY EXAM TIME ALLOWED: 3 HRS

INSTRUCTIONS TO CANDIDATES

- **ANSWER 4 QUESTIONS**

QUESTION 1

What do you understand by the term logistics, materials management and supply chain management? Use appropriate examples to illustrate. [25]

QUESTION 2

Write brief notes on the following:

- (a) Vertical marketing system [5]
- (b) Intensive distribution [5]
- (c) Supply chain management [5]
- (d) Exclusive distribution [5]
- (e) Channel levels [5]

QUESTION 3

Using examples, discuss the following concepts:

- (a) Customer life – time value [5]
- (b) Customer retention [5]
- (c) Customer acquisition [5]
- (d) Customer centric [5]
- (e) Customer centrality [5]

QUESTION 4

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

QUESTION 5

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

QUESTION 6

Discuss the CRM strategies used at each of the following stages of the customer life – time cycle.

- (a) Prospect
- (b) Respondent
- (c) Established customer
- (d) Former customer

[25]

END OF PAPER