

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

CUSTOMER RELATIONSHIP MANAGEMENT - CBU 2202

FINAL EXAMINATION- JUNE 2010

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer any **four** questions.

INFORMATION TO CANDIDATES

- a) All questions carry **25** marks.
- b) Questions can be answered in any order.
- c) Credit will be given for the use of appropriate examples.
- d) This paper contains **seven** questions.

QUESTION 1

‘The concept of Customer Relationship Management (CRM) has not yet been seriously taken up by Zimbabwean companies’. Discuss. **[25 Marks]**

QUESTION 2

Discuss the reasons for each of the 5 gaps of the Servqual model developed by Parasuraman, Berry and Zeithaml (1985). **[25 Marks]**

QUESTION 3

Explain the significance of the concept of Customer Life Cycle in CRM. **[25 Marks]**

QUESTION 4

Discuss the role Information Technology plays in the implementation of CRM. **[25 Marks]**

QUESTION 5

Explain briefly the following terms:

- a) Cross-selling [5 Marks]
- b) Voluntary Customer churn [5 Marks]
- c) Moment of Truth [5 Marks]
- d) Data warehousing [5 Marks]
- e) Customer profiling [5 Marks]

QUESTION 6

Discuss the strategies that you would adopt to maximize customer retention after segmenting your customer base using loyalty and profitability. [25 Marks]

QUESTION 7

‘Customer Lifetime Value is not just a number; it is a way of thinking and doing business’. Discuss. [25 Marks]

END OF EXAMINATION