NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

CUSTOMER RELATIONSHIP MANAGEMENT (CRM). CBU 2202

FINAL EXAMINATION- May 2011

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

   a) All questions carry equal marks
   b) Questions can be answered in any order
   c) Answer any FOUR questions
   d) As much as possible, use relevant examples

QUESTION 1

Why is it important to study and understand business strategy and its formulation in the study of Customer Relationship Management (CRM)?   (25 marks)

QUESTION 2

Analyze the SERVQUAL model developed by Parasuraman, Berry and Zeithaml (1985); Curry (1999); Luk and Layton (2002) as an analytical approach for evaluating the difference between customers' expectations and perceptions of service quality.
        (25 marks)

QUESTION 3

Explain the following terms:

   • Data marts   (5 marks)
   • E-CRM   (5 marks)
   • Customer segmentation groupings   (5 marks)
   • Customer life cycle   (5 marks)
   • "Leaking bucket effect"   (5 marks)

QUESTION 4

'Information Technology usually takes disproportionate emphasis within CRM to the detriment of others yet CRM should be a holistic approach integrating people, processes and technology.' Discuss.

(25 marks)

QUESTION 5

You have been recently appointed CRM Executive in your organization. Present a report to your Board highlighting the challenges your company will face in implementing CRM programs and how you plan to tackle them.   (25 marks)

QUESTION 6

Show how, in today's competitive environment, the effective application of the Customer Expectations Model, requires pro-activity and efficient data on the part of the organization.

(25 marks)

QUESTION 7

Discuss the strategies that organizations would adopt after segmenting their customers on the basis of loyalty and profitability   (25 marks)

END OF EXAMINATION