



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE : CMA 210  
COURSE TITLE : CUSTOMER RELATIONSHIP MANAGEMENT  
SPECIAL REQUIREMENTS : NONE  
DURATION : 3 Hours  
LEVEL : 2.1  
DATE : 17 AUG 2011

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INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets [ ]

1. Examine strategies for enhancing customer experience with reference to a restaurant concern you are familiar with. **[Total 25 marks]**

2. "Key Account Management (KAM) delivers total value to the seller."  
Discuss. **[Total 25 marks]**

3. a) Describe customer cost with the aid of examples. **(12 marks)**  
b) Explain with the aid of examples, how firms can deliver value through customisation. **(13 marks)**

**[Total 25 marks]**

4. Examine the role of information technology in Customer Relationship Management. **[Total 25 marks]**

5. With reference to an organization of your choice, examine four actions suggested by the IDIC Model. **[Total 25 marks]**

**\*\*\*END OF PAPER\*\*\***