



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**  
**FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING**  
**DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT**

**EXAMINATION PAPER**

**COURSE CODE** : CMA406  
**COURSE TITLE** : RELATIONSHIP MARKETING  
**DURATION** : 3 Hours  
**DATE** :

**INSTRUCTIONS TO CANDIDATES:**

1. No cell phones are allowed in the examination venue.
2. Answer **ANY FOUR** questions
3. Begin each question on a new page.
4. The number of marks allocated to each question or part question is shown in brackets
5. All questions carry twenty five marks

### QUESTION ONE

Explain the following terms:

a) Influence Market

[5 Marks]

b) Customer Experience

[5 Marks]

c) Pressure Groups

[5 Marks]

d) Analytical CRM

[5 Marks]

e) Distinctive competencies

[5Marks]

### QUESTION TWO

The Traditional Marketing Management based on the 4Ps theory believes that collaboration is an inhibitor to the success on the market place. Discuss.

[25 Marks]

### QUESTION THREE

It is argued that, 'Knowledge Management in Relationship Management is a waste of time.' Discuss this statement in relation to Big Data?

[25Marks]

### QUESTION FOUR

Discuss the **five (5)** factors influencing the success of relationship management strategies.

[25 Marks]

### QUESTION FIVE

Examine the impact of Kotler six (6) players model in the external environment to an organisation of your choice.

[25Marks]