



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA 210
COURSE TITLE : CUSTOMER RELATIONSHIP MANAGEMENT
DURATION : 3 Hours
DATE : 17 July 2019

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 []

Question 1

- a. What is the role of trust in customer relationship building? [10 Marks]
- b. Why is the concept of customer life time value important when managing customers? [15 Marks]

Question 2

You are the Customer Services Officer of a company that sells to business customers only. Discuss various market segmentation strategies that you may use to segment your market.

[25 Marks]

Question 3

Discuss the criteria for selecting key accounts.

[25 Marks]

Question 4

“Customers do not buy a quarter inch drill but a quarter inch hole” – Levitt (1990). Validate this statement with reference to the marketing/ customer- focused philosophy.

[25 Marks]

Question 5

- a. What are the factors to consider when acquiring new customers? [10 Marks]
- b. Discuss customer acquisition strategies that can be used to attract new consumers. [15 Marks]

*****The End*****