



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA210
COURSE TITLE : Customer Relationship management
DURATION : 3 Hours
DATE : **23 September 2020** (1400-1700 hrs)

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 1

Examine strategies for enhancing customer experience with reference restaurant concern you are familiar with. [25]

Question 2

(a) Describe customer cost with the aid of examples. [12]

(b) Explain with the aid of examples, how firms can deliver value through customisation. [13]

Question 3

‘Key Account Management (KAM) delivers total value to the seller.’ Discuss. [25]

Question 4

With reference to an organisation of your choice, describe the selling process in the business to business segment. [25]

Question 5

Examine the role of information technology in Customer Relationship Management. [25]

END OF PAPER