



ZIMBABWE EZEKIEL GUTI UNIVERSITY

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FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

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DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA 210  
COURSE TITLE : CUSTOMER RELATIONSHIP MANAGEMENT  
DURATION : 3 Hours  
DATE : 27 May 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. Discuss the differences between business to business customers (B2B) and business to consumer (B2C) customers. **[10 Marks]**

b. How do the differences in (a) above affect customer management strategies? **[15 Marks]**

### **Question 2**

Demonstrate your understanding of activity based costing as a key strategy in customer portfolio management. **[25 Marks]**

### **Question 3**

As a Customer Relationship Consultant, advise an organization on the strategies it can use to understand customer experience. **[25 Marks]**

### **Question 4**

Key account management is a concept which is not applicable in the Zimbabwean context. Discuss. **[25 Marks]**

### **Question 5**

a. What is a focal firm in customer network management? **[10 Marks]**

b. How does information technology enhance customer relationship management? **[15 Marks]**

**\*\*\*The End\*\*\***