



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 : 18 NOV 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 any **two** types of customer relationship management. [10 Marks]
- b. The way we value the customer today is completely different from the way the customer was valued over the past years. Discuss the evolution of a customer centric philosophy. [15 Marks]

Question 2

- a. What are the key determinants of a quality customer-supplier relationship? [10 Marks]
- b. Your director wonders why the organisation should waste effort and resources in customer relationship management if relationships are not meant to last forever. Prepare your response to the Director. [15 Marks]

Question 3

As a Customer Relationship Consultant, advise an organisation on the basis for segmenting consumer markets. [25 Marks]

Question 4

It has been argued that half of customers acquired is lost, the problem is to ascertain which half is more valuable. Discuss how companies can retain valuable customers. [25 Marks]

Question 5

- a. What are the key characteristics of good customer relationship management technologies? [10 Marks]
- b. Demonstrate your understanding of the customer relationship management ecosystem. [15 Marks]