



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE : CMA210
COURSE TITLE : Customer relationship management
DURATION : 3 Hours
DATE :

17 FEB 2022

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) Explain the importance of the following key concepts in customer experience management.
- i. Touchpoint (4 marks)
 - ii. Moment of truth (4 marks)
 - iii. Engagement (4 marks)
- (b) Use a diagram to explain experience mapping for a hotel (13 marks)

QUESTION 2

- (a) Explain the benefits of market segmentation (10 marks)
- (b) Discuss the 4 bases of market segmentation. (15 marks)

QUESTION 3

- (a) What is meant by key account management (5 marks)
- (b) Discuss the advantages of key account management (20 marks)

QUESTION 4

- (a) Explain the strategies to understand customer experiences (15 marks)
- (b) Explain what should be done to enhance customer experience (10 marks)

QUESTION 5

- (a) What is sales forecasting? (5marks)
- (b) Explain the qualitative sales forecasting techniques (20 marks)

END OF PAPER