



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS & ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE : **RELATIONSHIP MARKETING**
CODE : **CMA 406**
DURATION : **3 HOURS**
LEVEL : **2.2**
DATE : **15 FEB 2022**

Instructions to candidate

1. No cell phones are allowed in the examination venue.
2. Answer **FOUR (4)** questions.
3. Each question carries 25 marks.
4. Begin each question on a new page.
5. Neatness and legibility are encouraged.

QUESTION ONE

Explain the following terms:

- a) Internal market [5 Marks]
- b) Customer market [5 Marks]
- c) Customer value [5 Marks]
- d) Customer typology [5 Marks]
- e) Operational CRM [5 Marks]

QUESTION TWO

Identify and explain six (6) constituencies that have an interest in Customer Relationship Management (CRM). [25 Marks]

QUESTION THREE

It is argued that, 'the adoption of Kotler six (6) players model in the external environment is a waste of time.' Do you agree? [25 Marks]

QUESTION FOUR

Discuss the factors influencing the success of relationship management strategies. [25 Marks]

QUESTION FIVE

Explain how Customer Relationship Management (CRM) programs can be evaluated. [25 Marks]