



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE	:	CMA 406
COURSE TITLE	:	RELATIONSHIP MARKETING
DURATION	:	3 HOURS
DATE	:	29 NOV 2022
SPECIAL REQUIREMENTS	:	NONE

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions. (Level 1.1 to level 2.2)
3. Answer **QUESTION ONE (1)** and any other **THREE (3)** questions.
(Level 4.1 and 4.2)
4. Begin each question on a new page.
5. The number of marks for each question or part question is shown in brackets []

QUESTION ONE [COMPULSORY]

CASE STUDY

The art of the soft sell

Walk into one of Yoforia's three frozen yogurt stores in Atlanta, and you'll get a warm hello from a server, who will encourage you to try all four of the company's frozen yogurt flavours. The server might also describe the organic milk used to make the yogurt and talk about the all-natural ingredients that go into the premium dark chocolate, mango, pomegranate, and blueberry desserts.

What you won't get is a hard sell. If you look as if you want to be left alone, you will be. Staffers are told to put themselves in customers' shoes, to interact and be pleasant, but never to nag. Although after tasting the yogurt and hearing about how healthy it is, you're certainly more likely to make a purchase. And Kim's sales are up 40% over last year.

"I take the pressure off my employees that they have to make sales," says Jun Kim, co-founder of the 25-person, \$1 million company. All of his staffers are former customers who are passionate about his yogurt. Although Kim doesn't have formal staff meetings, he works on a daily basis with his employees, instructing them to sell service as much as frozen yogurt. He awards staffers' bonuses of up to \$100 when he sees them going out of their way to help customers and work well with other employees. Says Kim: „We try to focus on the customers, making sure they have a good experience when they come to the store, so they feel their money is well spent and well worth it.”

On the surface, that may not sound ground-breaking—treat your customers well, figure out what they want, give them information about your product, and sell them something you care about. But wrapping it all together and persuading your sales folks not to obsess over, well, sales, is something different: customer-centric or consultative sales. A customer-centric sales process emphasizes a low-pressure environment that lets your sales staff act as consultants, offering information and showing how your product or service can help solve a customer's problem. When it comes to yogurt that may be as simple as helping a customer pick the best flavour. The end goal of customer-centric sales is not only to boost sales and trumpet your brand but also to make customers happy they shopped at your store, building the foundation for future sales.

(Source: Jeremy Quittner, BusinessWeek, 9 October 2009). Used with permission of Bloomberg Businessweek Copyright © 2010. All rights reserved.

Required:

a) “Putting yourself in customers” shoes, interacting and being pleasant can enhance the relationship between the organization and the customer”. Discuss other principles that can be adopted by Yoforia to build meaningful relationship with the customers and thus achieving business success. **[10 marks]**

b) Trust and commitment are key attributes to successful relationship between an organization and its customers. Explain the different factors that can be used to strengthen and nurture trust and commitment at Yoforia. **[10 marks]**

c) Explain any four retention strategies that can be used by Yoforia to further increase its sales percentage. **[5 marks]**

QUESTION TWO

Both the changes in technology and the performance of technology have led to tremendous opportunities for tying technology to the implementation and use of Relationship Marketing. Explain how the use of technology has contribute to enhance the relationship between Econet Wireless and its customers.

[25 marks]

QUESTION THREE

From your understanding of the six (6) markets model, explain how a university like Zimbabwe Ezekiel Guti University (ZEGU) may build its relationships with all important stakeholders.

[25 marks]

QUESTION FOUR

Using Zember and Anderson’s (1990) typology of jay customers, show how a service provider like Tel One may deal with problematic customers.

QUESTION FIVE

Demonstrate the applicability of the Emotional contagion theory (Hatfield, 1994) to a named financial institution in Zimbabwe, clearly showing the significance of a well-motivated workforce to employee productivity and customer satisfaction. **[25 marks]**

[END OF PAPER]

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