



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : CMA 406
COURSE TITLE : RELATIONSHIP MARKETING
DURATION : 2 HOURS
LEVEL : 4.2
DATE : 11.2 APR 2023
SPECIAL REQUIREMENTS : NONE

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer **QUESTION ONE (1)** and any other **THREE (3)** 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 ONE [COMPULSORY]

CASE STUDY

The Hotel Group

In the beginning of the 1990s, the hotel sector in Sweden suffered a reduction in room reservations. The hotels in the town of Östersund were hit hard and the managers of two of the largest hotels decided to start a local hotel network, the Hotel Group. There were 12 hotels and 2 guesthouses in Östersund varying in size from 7 to 177 rooms with 10 different owners, all but one being privately owned, and 7 belonging to chains. All the hotels in town joined the Hotel Group.

In addition, the Tourist and Congress Office, operated by the local government, became part of the group. The network has been successful in balancing the interests of its members to jointly market Östersund as a destination, but at the same time keeping individual freedom to compete for guests. The members agree that three basic principles are vital for the network: show enthusiasm, give time and participate actively, and contribute to financing. The outcome was increased reservations of available rooms from 48 per cent in 1996 to 54 per cent in 2001 and 57 per cent in 2002, considerably more than in the rest of Sweden. In 2002, the Hotel Group was awarded the local prize “ Businessman of the Year ” because of their success in attracting tourists to the destination to the benefit of all local businesses.

Adapted from Gummerson, E (2008). Total Relationship Marketing, 3rd Edition, Elsevier Ltd.

Required;

- a) With reference to the '30 Rs of Relationship Marketing, classify the relationship/s in the case study (Paragraph 1, lines 1 to 6). **[10 marks]**
- b) Apply the Industrial Marketing and Purchasing (1980) model to the interactions shown in the case. **[15 marks]**

QUESTION TWO

Evaluate five (5) strategies that Econet Wireless can use to terminate customer relationships.

[25 marks]

QUESTION THREE

Assuming that you are the Relationship Manager for Zimbabwe Ezekiel Guti University, show how you can apply the 6 markets model (Payne, Ballantyne and Christopher, 2005).

[25 marks]

QUESTION FOUR

Demonstrate the usefulness of the IDIC model (Peppers and Rogers, 1995) to a firm in the hospitality industry in Zimbabwe.

[25 marks]

QUESTION FIVE

Internal marketing has been one of the most cited antecedents of employee productivity and customer satisfaction. Show how its understanding can help Zimbabwe Ezekiel Guti University in promoting employee satisfaction, customer service excellence and organizational harmony.

[25 marks]

END OF PAPER

15/20 Pm.