



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENUISHIP

EXAMINATION PAPER

COURSE CODE : **CMA210**
COURSE TITLE : **Customer Relationship management**
LEVEL : **2.1**
SPECIAL REQUIREMENTS : **NO**
DURATION : **3 Hours**
DATE : **08 DEC 2023**

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer **ANY FOUR** questions
3. Begin each question on a new page.
4. The number of marks allocated to each question or part question is shown in brackets
5. All questions carry twenty five marks

Question 1

Examine strategies for enhancing customer experience with reference restaurant concern you are familiar with. [25]

Question 2

- (a) Describe customer cost with the aid of examples. [12]
- (b) Explain with the aid of examples, how firms can deliver value through customisation. [13]

Question 3

'Key Account Management (KAM) delivers total value to the seller.' Discuss. [25]

Question 4

With reference to an organisation of your choice, describe the selling process in the business to business segment. [25]

Question 5

Examine the role of information technology in Customer Relationship Management. [25]

END OF PAPER

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