



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 : 12 FEB 2024

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