



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE : CBM406
COURSE TITLE : RELATIONSHIP MARKETING
SPECIAL REQUIREMENTS : **There are no special requirements**
DURATION : 3 Hours
LEVEL : 4.1
DATE : **22 March 2021**

Printed

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer a total of **FOUR (4)**
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

Explain the following terms:

- a) Referral Market **[5 Marks]**
- b) Customer Experience **[5 Marks]**
- c) Nano Relationships **[5 Marks]**
- d) Collaborative CRM **[5 Marks]**
- e) Distinctive Advantage **[5 Marks]**

QUESTION TWO

The Traditional Marketing Management based on the 4Ps theory believes that collaboration is an inhibitor to the success on the market place. Discuss. **[25 Marks]**

QUESTION THREE

It is argued that, 'the adoption of the six (6) market framework in any organisation is a waste of time.' Discuss. **[25Marks]**

QUESTION FOUR

Examine the impact of Mega Relationships in creating conducive working environment in any company of your choice. **[25 Marks]**

QUESTION FIVE

Discuss the applicability of adversarial models in creating relationships. **[25Marks]**