

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

COURSE: RELATIONSHIP MARKETING

COURSE CODE: CMA 406

DURATION: 3 HOURS

28 NOVEMBER 2018

INSTRUCTIONS TO CANDIDATES

1. No cell phones are allowed in the examination venue.
2. Answer **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
6. Answer Question One in Section A and any **THREE (3)** questions in section B

SECTION A

Question 1

Maintaining the database means that users will be more likely to have their need for accurate and relevant data met. Accuracy and relevancy are two of six desirable data attributes that have been identified. Data should be shareable, transportable accurate, relevant, timely and secure. You can remember these desirable data attributes through the mnemonic STARTS.

- a. What is accurate and relevant data [5 marks]
- b. Shareable implies [5 marks]
- c. Transportable means [5 marks]
- d. Timely means [5 marks]
- e. Secure implies [5 marks]

(Total 25 marks)

SECTION B

Question 2

'Most companies reward the worst customers and penalize the worst by giving both Groups average value'

Critically analyze this assertion [25 marks]

Question 3

Examine why customers want relationships with suppliers in b2b contexts and b2c contexts and why customers do not want relationships with suppliers. [25 marks]

Question 4

Critically discuss the strategies for customer development. [25 marks]

Question 5

Asses thoroughly six CRM constituencies and four contexts of CRM [25 marks]

END OF PAPER