NAMIBIA
UNIVERSITY
OF SCIENCE AND
TECHNOLOGY

HP-GSB
HAROLD PUPKEWITZ
Graduate School of Business

COURSE NAME: CUSTOMER CARE AND RELATIONSHIP MARKETING

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER

COURSE CODE:	CRM812S
DATE:	04 June 2019
DURATION:	3 HOURS
MARKS:	100
EXAMINER:	Dr E Woyo
MODERATOR:	Mr Simon I R //Hoabeb

INSTRUCTIONS

- *This is a closed book test*
- *Answer any **four** questions*
- *Please ensure that you write your student number on the booklet and sign the attendance register.*
- *Start each question on a new page*
- *Credit will be given to answers that draws their justification from theory and relevant examples.*
- *Simply listing points is not answering the question. Please ensure that you understand the requirements of the action verbs used in the question*

NB: STUDENTS ARE ADVISED THAT IT IS IN THEIR OWN INTERESTS TO WRITE LEGIBLY AND IN INK

QUESTION ONE   [25 Marks]

1.1 In today's competitive, fast-paced and global economy, there is a growing demand from service-driven organisations from practical guidelines in developing customer focus (Cook, 2011). Based on this statements, critically discuss two ways organisations in Namibia can truly delight their customers. (10)

1.2 Peter Drucker in his book the Practice of Management wrote that "there is only one valid definition of business purpose: to create a customer". Critically explain three benefits of a customer-centric organisation.   (15)

QUESTION TWO   [25 Marks]

2.1 As a marketing strategist, discuss in detail the methodologies that can be used to identify customer relationships within the organisation. In each case provide practical examples to support your answer.   (10)

2.2 Critically evaluate the importance of data mining in the context of customer care and relationship marketing.   (15)

QUESTION THREE   [25 Marks]

When it comes to growing your business, there are essentially two tactics at the disposal of marketers that is the (1) acquisition of new customers and retention of existing customers and (2) increasing their customer lifetime value. As an expert in customer care and relationship marketing, critically explain 4 the drivers of customer lifetime value. Credit will be given to answers that provides real examples.

QUESTION FOUR   [25 Marks]

Identify and explain any 5 (five) service recovery strategies that you are familiar with. Credit will be given to answers which reflect real life examples

QUESTION FIVE   [25 Marks]

Critically examine any 5 operational improvements that marketers can make in order to drive efficiencies for the organisation's call centres.

END OF QUESTION PAPER

"Being on par in terms of price and quality only gets you into the game.

"Service wins the game"