



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

Faculty of Management Sciences

Department of Marketing and Logistics

QUALIFICATION: BACHELOR OF MARKETING HONOURS	
QUALIFICATION CODE: 08HMAR	LEVEL: 8
COURSE: CUSTOMER CARE AND RELATIONSHIP MARKETING	COURSE CODE: CRM812S
DATE: NOVEMBER 2019	SESSION: NOVEMBER EXAMINATIONS
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Dr Efigenia M.M. Semente [FM/PM] Ms Viola Unenge [DI]
MODERATOR:	Dr Evans M. Simataa

THIS QUESTION PAPER CONSISTS OF 2 PAGES
(Excluding this front page)

INSTRUCTIONS

1. Answer all questions.
2. Write clearly and neatly.
3. Number the answers clearly.

PERMISSIBLE MATERIALS

1. Examination paper.
2. Examination script.

READ THE CASE SCENARIO TITLED: “American Express Plenti Program” BEFORE ATTEMPTING QUESTION 1 (ONE)

QUESTION 1

Mini Case Scenario: American Express Plenti Program

American Express has a huge partner base with companies across the country. The company's “Plenti program”, launched in May 2015, allows consumers pool their rewards from various retailers like Macy's, AT&T, Rite Aid, Enterprise Rent-A-Car, Hulu, and more. Plenti members earn points for shopping at these stores *and* redeem points at these stores by linking their existing store loyalty card to their Plenti account. For example, customers can use Plenti points they've earned from something like renting a car from Enterprise in order to pay their AT&T phone bill.

Flexibility is the biggest appeal here for customers, since points can be earned and redeemed at a variety of retailers. According to *Fortune Magazine*, "for companies, even the ones like Macy's that already have huge loyalty programs, Plenti is a way to tap into the broader customer base of its partners, save on program costs, and lift sales by offering a more appealing program to customers."



Plenti is a rewards program that lets you earn points at one place and use them at another, all with a single card. Plenti partners include AT&T, Exxon, Macy's, Mobil, Nationwide, Rite Aid, Direct Energy, and Hulu.



- a. Define the nature and type of loyalty/reward program(s) used in the case-scenario above **and** with practical examples demonstrate its use in the Namibian context? **(10)**
- b. Suggest and discuss with practical examples any 4 (four) additional types of loyalty/reward programs that could be used in the context. **(20)**
- c. With relevant examples applied to the Namibian context, suggest any 4 (four) technologies that organisations can use to enhance their customer care strategy. **(20)**

QUESTION 2

Internal Marketing is key to competitive advantage. Applied to any organisation of your choice, discuss the merits of this statement as you link it to customer satisfaction. **(25)**

QUESTION 3

Leadership is critical in customer care provision. Discuss Leadership in the context of Situational Leadership and suggest how Namibian service providers could improve service delivery through Situational Leadership. **(25)**

END