



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS & SPORT MANAGEMENT

QUALIFICATION: BACHELOR OF MARKETING HONOURS	
QUALIFICATION CODE: 08HMAR	LEVEL: 8
COURSE CODE: CRM812S	COURSE NAME: CUSTOMER CARE AND RELATIONSHIP MARKETING
SESSION: NOVEMBER 2022	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION PAPER	
EXAMINER (S)	MS CHERLEY DU PLESSIS MS VIOLA UNENGE
MODERATOR:	DR EVANS SIMATAA

INSTRUCTIONS
1. Answer ALL the questions. 2. Read the questions carefully before answering. 3. Number the answers clearly

THIS EXAMINATION PAPER CONSISTS OF 2 PAGES (Including this front page)

QUESTION ONE

25 MARKS

Recently, competitive markets have been flooded with customer loyalty programmes. Creating a loyalty base system requires a radical departure from traditional business thinking. It puts creating customer value, rather than maximising profits, at the centre of business strategy and demands significant changes in traditional business practices.

- a) Briefly discuss the Loyalty Ladder concept in relation to customer attraction and retention. (10 marks)

- b) As a Customer Care Advisor, suggest **THREE (3)** loyalty programmes for the tourism industry in Namibia. (15 marks)

QUESTION TWO

25 MARKS

In today's more responsive environment, leadership has shifted from the old command and control style to a new enabling approach which aims to release the potential of the workforce. Discuss the Situational Leadership Model and suggest how Namibian service providers can improve service delivery through Situational Leadership.

QUESTION THREE

25 MARKS

The SERVQUAL instrument has widely been used as an effective tool to benchmark or measure a firm's service quality. With relevant examples applied to any organisation of your choice, demonstrate how the **FIVE (5)** dimensions of the SERVQUAL can be used to assess the organisation's service quality.

QUESTION FOUR

25 MARKS

Discuss any **FIVE (5)** service gaps that can lead to customer dissatisfaction within the Namibian higher education sector. In your discussion outline strategies that can be used to close these gaps.

END OF EXAMINATION PAPER