



**NAMIBIA 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: JANUARY 2019	SESSION: SUPPLEMENTARY EXAMINATIONS
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Dr Efigenia M.M. Semente Dr Stewart Kaupa
MODERATOR:	Mr 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.

QUESTION 1

Discuss the concept of Internal Marketing as applied to any organisation of your choice and link the concept to service quality. **(25)**

QUESTION 2

As a Customer Care Advisor, how do you measure customer loyalty using the Loyalty Ladder Model? Suggest at least five (5) Loyalty Programmes for the airline industry in Namibia. **(25)**

QUESTION 3

Because of stiff competition in the market, service providers are investing heavily in relationship marketing as many organisations have realised the benefits that come with the customer-firm relationship. It is not only in the best interest of the organisation to build and maintain a loyal customer base, but customers themselves also benefit from long-term associations. With relevant examples applied to any industry of your choice, discuss any 5 (five) benefits for customers and firms that come because of relationship marketing. **(25)**

QUESTION 4

Customer-based initiatives in the retail industry

Retailers have yet to fully leverage data to build customer relationships. The literature suggests that on average, forty-five per cent (45%) of retailers do not have a data warehouse and cannot identify their best customers. In addition, the bulk of retailers' IT budgets have been spent on product-related systems, such as supply chain and inventory solutions. Retailers have typically used the capabilities of new technology to improve efficiency but have barely scratched the surface of improving customer satisfaction through effective systems.

Efficiency is vital, but companies can hold on to customers more effectively by using data intelligently to identify and interact with their most valuable clients. Price becomes less important to customers if they have a good relationship with a company.

The service economy in which we live today necessitates a service mind set. New technologies are being used to advance Customer Relationship Management (CRM) activities. Are Namibian retailers making use of such technologies to their advantage?

As a Customer Relationship Management (CRM) consultant, write a report to the Managing Director of any Namibian retail organisation of your choice clearly describing the following:

- i. The benefits of a call/contact centre for both the retailer and its customers. **(10)**
- ii. The types of call/contact centres available for the chosen retailer. **(10)**
- iii. Any five (5) types of technologies available for call/contact centres for the chosen retailer. **(5)**

END