



**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 2020	SESSION: SUPPLEMENTARY EXAMINATIONS
DURATION: 3 HOURS	MARKS: 100

SECOND 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 1 PAGE
(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

The quality of medical care is a main concern for medical practitioners and patients alike. Although there is a large consensus among medical practitioners that the quality of medical service needs to be assured, if not improved, there is much less agreement on how this goal is to be achieved. By means of the Service Gap model, demonstrate how medical practitioners could assure or improve the level of medical services they provide. **(25)**

QUESTION 2

Leadership is critical in customer care provision it has been described as "a process of social influence in which one person can enlist the aid and support of others in the accomplishment of a common task". Discuss Leadership in the context of Situational Leadership and suggest how Namibian service providers could improve service delivery through Situational Leadership. **(25)**

QUESTION 3

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. As a CRM consultant, discuss any 4 (four) types of call/contact centres available and their importance to both retailers and consumers. **(25)**

QUESTION 4

Your organisation is planning to introduce a new Customer Complaints Management (CPM) system with the aim of improving customer feedback. With practical examples, make use of the RADAR Logic framework of the European Foundation for Quality Management as a planning tool for the new CPM system. **(25)**

END