



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCES & EDUCATION**

**DEPARTMENT OF MARKETING, LOGISTICS & SPORT MANAGEMENT**

<b>QUALIFICATION: BACHELOR OF MARKETING HONOURS</b>	
<b>QUALIFICATION CODE: 08MARH</b>	<b>LEVEL: 8</b>
<b>COURSE CODE: CRM812S</b>	<b>COURSE NAME: CUSTOMER CARE AND RELATIONSHIP MARKETING</b>
<b>SESSION: NOVEMBER 2024</b>	<b>PAPER: THEORY</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	Dr. Gloria Veindira Karita (FT)
<b>MODERATOR:</b>	Ms Rosina Shikongo

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. This paper consists of <b>SIX (6)</b> questions</li><li>2. Answer <b>ALL</b> questions</li><li>3. Write as legible as possible, and as precise as possible</li><li>4. Read each question carefully</li><li>5. Allocate your time appropriately</li></ol>

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

**GOOD LUCK!**

**QUESTION 1****(20 marks)**

Use the ServQual dimensions to evaluate the overall performance of an organisation operating in the Education sector.

**QUESTION 2****(20 marks)**

Imagine you are the marketing director at a firm operating in the tourism sector, create a 7-item checklist and provide practical exercises you can undertake when introducing customer care programmes.

**QUESTION 3****(15 marks)**

With relevant examples, discuss any five benefits of Customer Care Programmes (CCP).

**QUESTION 4****(15 marks)**

With relevant examples, name and discuss the four characteristics of services.

**QUESTION 5****(15 marks)**

Apply the 7 Ps (marketing mix elements) of marketing to an organisation operating in the financial services sector and explain how marketers can effectively manage each element to achieve their marketing goals and objectives.

**QUESTION 6****(15 marks)**

Service quality can be defined in various ways, depending on different perspectives. Based on the five approaches to defining service quality (the transcendent approach, the product-based approach, the user-based approach, the manufacturing-based approach, and the quality as value approach), explain each approach and discuss how these definitions could influence a company's service strategy. Use relevant examples from the telecommunications sector to support your discussion.

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