



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES & EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS & SPORT MANAGEMENT

QUALIFICATION: BACHELOR OF MARKETING HONOURS	
QUALIFICATION CODE: 08MARH	LEVEL: 8
COURSE CODE: CRM812S	COURSE NAME: CUSTOMER CARE AND RELATIONSHIP MARKETING
SESSION: JANUARY 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Dr. Gloria Veindira Karita
MODERATOR:	Ms Rosina Shikongo

INSTRUCTIONS
<ol style="list-style-type: none">1. This paper consists of SIX (6) questions2. Answer ALL questions3. Write as legible as possible, and as precise as possible4. Read each question carefully5. Allocate your time appropriately

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

GOOD LUCK!

QUESTION 1**(3 marks)**

There are three approaches to managing Contact Centres – list them.

QUESTION 2**(7 marks)**

Discuss 5 factors which encourage employee loyalty – provide relevant examples.

QUESTION 3**(20 marks)**

Organisations often face various challenges when attempting to build and maintain strong relationships with their customers. These barriers can arise from a range of factors, including both direct and indirect interactions. By considering 7 barriers, critically analyse how organisations may unintentionally create distance between themselves and their customers through behavioural, communication, and cultural factors.

QUESTION 4**(20 marks)**

Customers often lodge complaints for a variety of reasons when their expectations are not met. Explain why customers might raise complaints regarding the products or services they purchase, focusing on issues related to delivery, quality, accuracy, and overall satisfaction. How can businesses effectively address these complaints to maintain customer trust and satisfaction?

QUESTION 5**(20 marks)**

Customer Relationship Management (CRM) plays a crucial role in maintaining positive customer experiences and building long-term loyalty. Identify and explain the key characteristics of a successful CRM system that helps organisations effectively manage customer interactions, resolve issues, and ensure customer satisfaction throughout the purchase journey.

QUESTION 6**(30 marks)**

An educational institution is facing declining student enrollment and poor performance due to outdated services and ineffective marketing. Using the services marketing mix (7 Ps), design a comprehensive marketing strategy to revitalise the institution and attract new students while retaining current ones. Focus on addressing key areas where the institution is failing and propose actionable improvements.

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