



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT

QUALIFICATION: HONORS IN MARKETING	
QUALIFICATION CODE: 08MARH	LEVEL: 8
COURSE CODE: CRM812S	COURSE NAME: CUSTOMER CARE AND RELATIONSHIP MANAGEMENT
SESSION: JANUARY 2026	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION PAPER	
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INSTRUCTIONS
<ol style="list-style-type: none">1. Question one is compulsory and must be answered by all.2. Choose any THREE questions from the remaining questions.3. Marks for each question are indicated at the end of each question4. Start each question on a new page5. Read all the questions carefully before answering.6. Write clearly and neatly.7. Number the answers clearly.

THIS EXAMINATION PAPER CONSISTS OF 3 PAGES (Including this front page)

QUESTION 1.1**[20 Marks]**

Quality is defined as the totality of features and characteristics of a product or service that bear on its ability to satisfy stated and implied needs of a customer (Parasuraman, Valarie, Zeithaml, and Berry, 1985). A further critical and in-depth analysis and evaluation of this definition comes up with five further different definitions of service quality.

Present and discuss the **FIVE (5)** different approaches to the definition of service quality and support your answers with practical examples.

QUESTION 1.2**[20 Marks]**

Service quality is an attitude formed by a long-term, overall evaluation of a company's performance with regard to the well determined dimensions.

Explain **FIVE (5)** dimensions that are applied when measuring service quality.

QUESTION 2**20 Marks**

Discuss any **FIVE (5)** attributes that a contact person of an organisation should possess that would enhance customers' experience with an organisation. In each of those attributes explain how it would contribute to the customers' experience. Support your answer with practical examples.

QUESTION 3**20 Marks**

An organisation that does not pay attention nor listen to its customers is bound to suffer in the long run and lose its competitive advantage in the market.

Discuss any **FIVE (5)** effects of **not** listening to customers.

QUESTION 4**20 Marks**

Discuss the **FIVE (5)** steps involved in the development of Customer Care strategy.

QUESTION 5**20 Marks**

Internal marketing is a dedicated effort across the organisation, whereby it aligns, motives and empowers people at all management levels to consistently deliver a satisfying internal and external customer experience. In order to achieve this goal, there is a need for top management to commit and be supportive of such initiatives and programmes.

As part of the top management of your organisation, present and discuss any **FIVE (5)** internal marketing pillars and programs aimed at ensuring that internal staffs' perception of the organization, your internal brand, matches the external brand positioning for optimum results.

END OF QUESTION PAPER