

**UNIVERSITY COLLEGE TATI (UCTATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: BMK 3443
COURSE TITLE	: CUSTOMER RELATIONSHIP MANAGEMENT
SEMESTER/SESSION	: 2 - 2023/2024
DURATION	: 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

**THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER
PAGE**

CUSTOMER RELATIONSHIP MANAGEMENT (BMK 3443)

QUESTION 1

- a) Describe **THREE (3)** paramount reasons how customer relationship management (CRM) is important in current business setting. (12 mark)
- b) Explain briefly;
- i. Strategic CRM. (2 marks)
 - ii. Operational CRM. (2 marks)
- c) Illustrate **ONE (1)** key objective of customer relationship program (CRM). (4 marks)

QUESTION 2

- a) Define the following terms from the perspective of CRM;
- i. customer loyalty,
 - ii. customer satisfaction, and
 - iii. customer performance (12 marks)

- b) Comprehend the following text and answer the question.

“Relationship quality in Customer Relationship Management (CRM) refers to the strength, depth, and overall satisfaction of the relationship between a company or organization and its customers. It encompasses various aspects of the customer-company interaction, including trust, commitment, communication, satisfaction, loyalty, and emotional connection.”

Illustrate **FOUR (4)** key factors that contribute to relationship quality in CRM. (8 marks)

QUESTION 3

Discuss awareness, interest and consideration, evaluation and purchase, on-boarding and activation, and retention and loyalty in customer acquisition from the context of customer lifecycle. (20 marks)

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QUESTION 4

Explain **FIVE (5)** operational CRM tools that help consumer acquisition. (20 marks)

QUESTION 5

- a) In CRM, define what is it meant by "a new customer". (4 marks)
- b) Clarify briefly **FIVE (5)** actions or strategies to enhance the customer's experience in order to build a strong relationship. (10 marks)
- The following are short answered questions pertaining portfolio purchasing.
- i. Define portfolio purchasing. (2 marks)
 - ii. Explain how portfolio purchasing benefited customers. (2 marks)
 - iii. Explain how portfolio purchasing benefited business entities. (2 marks)

-----End of Questions-----

