

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 427: RELATIONSHIP MARKETING

STREAMS: BCOM Y4S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 23/09/2021

8.30 A.M – 10.30 A.M.

INSTRUCTIONS:

- Answer question ONE and any other TWO questions.

QUESTION ONE

Tharaka Nithi county government has over the last five years experienced a drop in customer service delivery levels resulting to poor customer relations. The county has appointed you as a consultant to help it in designing a sustainable customer relationship management tool to improve service delivery. Discuss the below issues to be included in your report to the County Management Board:

- The importance of developing and maintaining customer relationships. (8 marks)
- The forms of customer relationships to be included in the company's customer management system. (12 marks)
- The benefits of conducting customer oriented research. (10 marks)

QUESTION TWO

- Research suggest that customer loyalty is one of the main contributor to retention. Critically evaluate the importance of customer loyalty dimension in the success of a firm. (8 marks)
- Explain how companies can listen to the customer in order to improve customer satisfaction. (10 marks)

QUESTION THREE

- (a) Many organizations stress out the importance of all employees and their influence on the end customer, even if they do not contact the customer directly or they are not involved with conventional marketing activities. Discuss the advantages of employee empowerment in managing customer relationships. (10 marks)
- (b) Discuss any five dimensions of relationship marketing that support customer relationships.

QUESTION FOUR

- (a) Discuss the typical relationship building process adopted by firms in creating and maintaining sustainable long term customer relationships. (10 marks)
 - (b) Discuss the relationship variables that organizations use in modelling and building different relationship situations. (10 marks)
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