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**CHUKA**



**UNIVERSITY**

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**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD DEGREE OF  
BACHELOR OF PROCUREMENT AND LOGISTICS MANAGEMENT**

**BCOM 427: RELATIONSHIP MARKETING**

**STREAMS: Y4 S2**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 9/04/2020**

**2.30 P.M - 4.30 P.M.**

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**INSTRUCTIONS**

- Answer Question One and any other Two Questions.

**QUESTION ONE**

Customer relationships are the core of any business, and when your actions yield unhappy customers, it can be a major roadblock to growth. A new relationship is like a new life. You're very excited, and you have a lot of anticipation. You have all these ideas of how it will go and how much fun it will be to start this new journey. The last things you see on the horizon are any obstacles. Even with the best intentions, things can and do go wrong in business. If, for some reason, you are unable to honour a deliverable, cannot meet the agreed-upon deadline or have to go back on your word, then take ownership of the situation. Get a hold of the customer immediately, explain the reasoning and give the updated date by which you can realistically have completed.

- a) Explain why it is important to maintain customer relationships. [10 Marks]
- b) Discuss how a firm can create and deliver value to the customer [10 Marks]
- c) By use of examples, explain how the recent developments in technology encourage and support the development of relationship marketing. [10 Marks]

## **QUESTION TWO**

- a) The main objective of relationship marketing is to identify, establish, maintain and enhance relationships. Discuss any six dimensions that support the achievement of this goal. [12 Marks]
- b) Explain the challenges of managing customer relationships facing firms in the public sector in Kenya. [8 Marks]

## **QUESTION THREE**

- a) Explain the five phases through which an organization can evolve and manage customer relationships. [10 Marks]
- b) Discuss the variables a firm in the service sector can use to build a customer relationship. [10 Marks]

## **QUESTION FOUR**

- a) Whereas traditional marketing focused wholly on the external customer, Relationship marketing stress the additional significance of the internal customer. Discuss any six concepts in internal marketing that facilitate partnership building. [12 Marks]
  - b) Explain how a marketing manager can integrate relationship marketing to the overall marketing plan of a firm. [8 Marks]
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