



**MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR
FOURTH YEAR**

**SPECIAL/SUPPLEMENTARY EXAMINATIONS
FOR THE DEGREE
OF
BACHELOR OF COMMERCE**

COURSE CODE: BCB 435

COURSE TITLE: CUSTOMER RELATIONSHIP MANAGEMENT

DATE: TUESDAY, 2ND AUGUST 2022 TIME : 8:00 - 10:00AM

INSTRUCTIONS TO CANDIDATES

1. Answer question ONE (**Compulsory**) and any other Two questions

TIME: 2 HOURS

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 3 Printed Pages. Please Turn Over.



QUESTION ONE (Compulsory)

- a) Explain the stages in a customer relationship management cycle. (10marks)
- b) Outline the principle stakeholders in relationship marketing. (10marks)
- c) Describe the distinguishing features of relationship marketing in business. (10marks)

QUESTION TWO

- a) Explain the concept of partnership marketing in business. (10marks)
- b) Summarize five strategies for practicing relationship marketers as recommended by Beny (1983) (10marks)

QUESTION THREE

- a) In his book on the loyalty effect, Fredrick Reichheld brought out the facts relating to customer retention. Explain. (10marks)
- b) Using a manufacturing firm of your own choice, outline the factors that are likely to make customers to switch to competing brands. (10marks)

QUESTION FOUR

- a) Explain the steps that are useful in enhancing an effective service recovery system. (10 marks)
- b) Differentiate between Customer Delight Strategy and Personalization Strategy as applied in customer recall strategies. (10 marks)

QUESTION FIVE

- a) Using any five customer loyalty schemes of an organization of your own choice, show how they operate. 10 marks)
- b) Outline the importance of E-Customer Relationship Management to an organization. (10marks)

