BPMM 3183

CONFIDENTIAL

UUM
Universiti Utara Malaysia

FINAL EXAMINATION
SECOND SEMESTER 2011 / 2012 SESSION

COURSE CODE / NAME : BPMM 3183 / RELATIONSHIP MARKETING
DATE : 13 JUNE 2012 (WEDNESDAY)
TIME : 02:30 PM – 05:00 PM (2.5 HOURS)
VENUE : BK .3 (FWB) / BK.4 (FWB).

INSTRUCTIONS :
1. This examination paper contains Five(5) QUESTIONS in TWO (2) printed pages excluding the cover page.
2. You have to answer ALL questions in the answer book provided.
3. Candidates are NOT ALLOWED to take both exam question and exam sheet out of the exam hall.
4. Candidates are bound by the UUM’s RULES AND PROCEDURES ON ACADEMIC FRAUD.

MATRIC NO : ________________________________  ( in word )  ________________________________  ( in number )
IDENTIFICATION CARD NO. :

LECTURER : ________________________________

GROUP :  TABLE NO. :  ________________________________

DO NOT OPEN THIS EXAMINATION PAPER UNTIL INSTRUCTED

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QUESTION ONE (20 MARKS)

a) Using appropriate examples, discuss FIVE (5) characteristics of relationship marketing. (10 Marks)

b) Briefly explain the GAPS model. Your explanations must consist of appropriate examples. (10 Marks)

QUESTION TWO (20 MARKS)

a) Define quality from mechanistic and humanistic approach? (5 Marks)

b) Suppose you are the head of quality unit in Eastman Kodak, list and explain the relevance of FIVE (5) dimensions of quality and how they could be used to remedy Kodak's situation. (15 Marks)

QUESTION THREE (20 MARKS)

a) Differentiate between customer commitment and customer trust. Please use appropriate examples to support your discussion. (5 Marks)

b) List and explain THREE (3) internal records for measuring customer loyalty. (15 Marks)
QUESTION FOUR (20 MARKS)

a) Please discuss the differences between SERVQUAL and SERVPERF in measuring service quality?

(10 Marks)

b) Using appropriate examples, define consumerism, social responsibility and ethics.

(10 Marks)

QUESTION FIVE (20 MARKS)

a) What is CRM, list and briefly discuss THREE (3) types of CRM.

(15 Marks)

b) Discuss TWO (2) importance of data mining in relationship marketing.

(5 Marks)

End of Questions