FINAL EXAMINATION SECOND SEMESTER
2012 / 2013 SESSION

COURSE CODE / NAME: BPMM 3183 / RELATIONSHIP MARKETING
DATE / DAY: 17 JUN 2013 (MONDAY)
TIME: 09:00 A.M. - 11:30 A.M. (2½ HOURS)
VENUE: DSB K.TM.

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 booklet provided.
3. Candidates are NOT ALLOWED to take both exam question and answer booklet 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 NAME: ___________________________
GROUP: ______ TABLE NO.: ______

DO NOT OPEN THIS EXAMINATION PAPER UNTIL INSTRUCTED
QUESTION ONE (20 MARKS)

a) As a relationship marketing student, you are required to define the term “relationship marketing” using appropriate examples.  
   
   (5 marks)

b) You are required to briefly explain the following terms using appropriate examples.
   
   i. Brand promiscuity
   ii. Augmented product
   iii. Customer lifetime value
   iv. Subjectivity of value
   v. Commitment
   
   (15 marks)

QUESTION TWO (20 MARKS)

a) As a relationship marketing management expert in your company, you are asked by your marketing director to identify and discuss FOUR (4) disadvantages of relationship marketing practices.  
   
   (10 marks)

b) Suppose you are the head of quality unit in UUM, list and explain the relevance of FIVE (5) dimensions of quality and how they could be used to promote UUM’s image.
   
   (10 marks)

QUESTION THREE (20 MARKS)

a) As part of the transformation processes in your organization, you are required to identify and explain FOUR (4) differences between transaction marketing and relationship marketing.

   (10 marks)

b) List and explain FOUR (4) financial measures of loyalty.

   (10 marks)
QUESTION FOUR (20 MARKS)

a) Business relationships like human being have been argued as having a finite life span which is characterized by four distinct stages. As the relationship manager in your company, with appropriate curve you are required to explain these FOUR (4) stages of relationship life cycle.

(8 marks)

b) To establish situation analysis, marketers have used series of strategic audits to answer the question: Where are we now? As a relationship analyst, you are required to discuss THREE (3) external factors that differentiate each of the following audits: Macro-environmental audit and micro-environmental audit.

(12 marks)

QUESTION FIVE (20 MARKS)

a) Given the consistent disagreements regarding the definition of CRM, as the relationship manager in your company, you are required to explain the criticisms of the practitioner approach to CRM and discuss THREE (3) tools with which a CRM objective can be achieved.

(10 marks)

b) Earlier estimates of how large and fast CRM will grow have turned out to be exaggerated. You are required to explain the above statement with evidence from the FIVE (5) myths of CRM as provided by Little and Marandi, 2003.

(10 marks)

END OF QUESTIONS