



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2022/2023 ACADEMIC YEAR SECOND YEAR SECOND SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS MASTER OF BUSINESS ADMINISTRATION

COURSE CODE: MBA 8227

COURSE TITLE: RELATIONSHIP MARKETING

DATE: 19/4/ 2023

TIME: 0830-1130 HRS

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO** questions

This paper consists of 2 printed pages. Please turnover.

QUESTION ONE

Relationship marketing is a new concept that organizations are adopting as a tool for sustain a competitive advantage on a marketing landscape of stiff competition and mature markets. Some of the board members have not understood this concept of relationship marketing. A meeting has been organized so that you can educate the board on the same. In the interest of time you have just picked the following topics that will enable you to sell the concept. Show here the content that you will present on:

- a. Reasons for migrating from transactional marketing to relationship marketing **(10 marks)**
- b. Relationship drivers **(10 marks)**
- c. Stages of relationship development and their relevance to a marketer **(10 marks)**

QUESTION TWO

“Relationship marketing is the easiest thing. Who cannot make friendships?” Respond to the speaker’s remarks with reference to:

- a. Tools available for successful relationship marketing **(7 marks)**
- b. Characteristics of a successful relationship marketing program **(8 marks)**

QUESTION THREE

Critically analyze the philosophies advanced by the various schools of thought on relationship marketing **(15 marks)**

QUESTION FOUR

Critically analyze the concepts of Quality, Satisfaction, Loyalty, and how they are linked to the Profitability of an enterprise **(15 marks)**

QUESTION FIVE

Discuss the role of relationship marketing to competitive marketing

Strategy **(15 marks)**

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