



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS

BACHELOR OF COMMERCE

COURSE CODE: BCM 4136-1

COURSE TITLE: RELATIONSHIP MARKETING

DATE: 7/12/2023

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATES

- 1. Answer Question ONE and any other TWO questions**
- 2. Do NOT write on this Question paper**

QUESTION ONE (COMPULSORY)

Competitive intelligence (business intelligence) is a formal program of gathering information on a company's competitor. It is the fastest growing fields within strategic management. Research indicates that there is strong association between corporate performance and competitive intelligence activities. **Use the extract to answer the questions below.**

- a. Describe five primary reasons for practicing competitive intelligence in relationship marketing management of an organization. **(5marks)**
- b. Explain five ways in which the use of business intelligence information will help in the competitiveness of relationship marketing management of an organization. **(5 marks)**
- c. State five sources of business intelligence information in relationship marketing management of an organization. **(5marks)**
- d. Analyze five areas of concern where business intelligence information can be obtained in relationship marketing management of an organization. **(5marks)**

QUESTION TWO

- a. Parasuraman and his colleagues (1985) developed the SERVQUAL model which provides structured approach to measuring customer satisfaction and the gap between what customers expect and what they receive of the services provided in a service encounter. Discuss five sources of service quality gaps which were identified by the SERVQUAL model that can lead to service quality failures in relationship marketing management of an organization **(5mks)**

b. Total quality management has become a major approach to providing customers' satisfaction and company profitability. Explain 5 benefits of total quality management in relationship marketing of an organization.

(5mks)

c. Describe five differences between transaction and relationship marketing of an organization.

(5mks)

QUESTION THREE

Use the extract below to answer the questions that follows;

Michael Porter proposed the value chain as a tool for identifying ways to create more customers value. According to this model every firm is a synthesis of activities performed to design, produce, market, deliver and supports its products. The value creating activities consist of primary and support activities.

a) Describe five primary value creating activities related to relationship marketing which are performed by the firm in marketing management.

(5marks)

b) Describe five benefits of value chain management related to relationship management of an organization.

(5marks)

c) Explain five requirements of a successful value chain strategy related to relationship marketing of an organization.

(5marks)

QUESTION FOUR

a. Discuss five roles of digital systems in customer Relationships Management of an Organization

(5mks)

- b. Discuss five benefits of customer lifetime value in relationship marketing management of an Organization **(5mks)**
- c. Kotler and Lane (2006) argue that the key goal of marketing is to develop deep, enduring relationships with all people or organizations that could directly or indirectly affect the success of the firm's marketing activities. Explain five roles of relationship marketing management in an organization **(5mks)**

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