



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

CUSTOMER RELATIONSHIP MANAGEMENT

HMKT 205

PART 2 SEMESTER 1

Total Marks [100]

DATE: JUNE 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Discuss the importance of customer relationship management (CRM) in today's business environment. (25)
2. Citing relevant examples, discuss how CRM contributes to customer satisfaction and loyalty. (25)
3. Explain the key components of a CRM system and how they work together to enhance customer relationships. (25)
4. Analyze the benefits and challenges of implementing a CRM system in a company. (25)
5. Discuss factors that organizations may consider before adopting a CRM strategy. (25)
6. Compare and contrast the different types of CRM systems available in the market, such as operational, analytical, and collaborative CRM systems(25)

END OF PAPER