



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE
CUSTOMER RELATIONSHIP MANAGEMENT

HBUM 238\HMKT 205

Total Marks [100]

DATE: DECEMBER 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 future trends and advancements in CRM, citing relevant examples (25)
2. Examine the ethical considerations associated with CRM implementation in an organization of your choice. (25)
3. Discuss how companies may use customer data to gain insights, personalize interactions, and deliver better customer experiences. (25)
4. Assess the potential privacy and data security issues that organisations should address when collecting and analysing customer data.(25)
5. Discuss how emerging technologies like artificial intelligence, chatbots, and virtual assistants impact the future of customer relationship management. (25)
6. Examine how organizations collect, analyze, and act upon customer feedback to improve products, services, and overall customer satisfaction. (25)

END OF PAPER