

PART A : SHORT ESSAY QUESTIONS (20 MARKS)

INSTRUCTION(S) : Questions 1 to 4 are short essay questions. Answer ALL questions on the answer sheet provided.

Q1. Describe briefly the customer relationship management process. [5 marks]

Q2. Outline how customer shopping data are collected and used to identify target customers? [5 marks]

Q3. What is a customer loyalty program of a company? Explain briefly. [5 marks]

Q4. Describe one Loyalty program that you have participated in and explain the benefits provided. [5 marks]

[20 Marks]

END OF PART A

PART B : ESSAY QUESTIONS (80 MARKS)

INSTRUCTION(S) : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

- Q1. Understanding the customers shopping behaviour is important in building customers loyalty.
- a) Briefly describe how and why an organization uses data mining. [10 marks]
 - b) What are the **FOUR (4)** commonly used types of data analysis? [10 marks]
- Q2. CEO: How can we, as a company measure the success of our CRM program?
- a) Explain what is implied by the CEO? [5 marks]
 - b) Describe how the company can create an effective CRM strategy? [15 marks]
- Q3. Most companies face challenges in retaining their customer base.
- a) Explain the changing trends in CRM. Provide **TWO (2)** trends. [10 marks]
 - b) Provide **FOUR (4)** methods in retaining their customer base? [10 marks]
- Q4. Company use relationship marketing to foster usage loyalty and commitment to their products.
- a) Define what is Relationship Marketing? [5 marks]
 - b) Explain **THREE (3)** ways a major hotel chain use Relationship Marketing to build customers' loyalty. [15 marks]

END OF EXAM PAPER