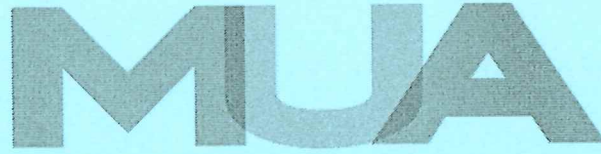


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**UNDERGRADUATE UNIVERSITY EXAMINATIONS**

**SCHOOL OF MANAGEMENT AND LEADERSHIP**

**DEGREE OF BACHELOR OF MANAGEMENT AND  
LEADERSHIP/BACHELOR OF COMMERCE**

**MKT 424: RELATIONSHIP MARKETING**

**DATE: 25<sup>TH</sup> JULY 2022**

**DURATION: 2 HOURS**

**MAXIMUM MARKS: 70**

**INSTRUCTIONS:**

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

**QUESTION 1**

Read the case study below and answer the questions that follow

**RELATIONSHIP MARKETING AND BANKING SUB-SECTOR IN KENYA**

The Kenyan banking service sub-sector, just like other countries provide full range of banking services to their customers. They accept deposits, engaged in lending at both foreign and domestic transactions, provide property management and trustee services and wide range of other financial services for companies. These services are rendered effectively and efficiently with utmost trust and commitment in most developed and developing nations due to the rational, relationship and interactive approach adopted.

Banks adopted unique strategies in order to maintain relationships with their customers some of these strategies include; Introduction of negative interest rates for customers with minimum deposit rate. The essence is to identify profitable customers, as well as have access to easy loans among others. The application of relationship marketing in the banking sector is for attracting high value customers. These are the starting point in managing customers in this competitive marketing environment. The banking environment is dynamic and it has the power to influence the operators of business performance as well as improving them.

In the banking sector business performance depends on the effectiveness of organizations fostering relationships with their customers and fulfilling their purposes of financial returns to their shareholders.

**Required**

- a) Assess the importance of relationship marketing to the banking sector in Kenya  
(7marks)
- b) Evaluate why banks in Kenya should keep good relationships with its employees first  
( 8Marks)
- c) Discuss the step by step process of how the Kenyan banks build customer relationships from the start to maturity.  
(10Marks)

**QUESTION 2**

- a) Discuss how CRM is used as a relationship tool (8Marks)
- b) Evaluate what could be contained in the CRM Data base of an organization (7Marks)

**QUESTION 3**

- a) Assume you are the relationship marketer manager of a company, advise your team on the best customer service tips (9 Marks)
- b) Evaluate how IDIC CRM model assist in customer relationship building (6 Marks)

**QUESTION 4**

- a) There are quite a few procedures you need to perform regularly as part of managing your website. Discuss (9Marks)
- b) There are a massive number of ways a website can be attacked in the digital space. Among these, there are two; which a small business owner should worry about. Discuss (6Marks)

**QUESTION 5**

- a) Examine some of the ways you can increase the amount of customer data in your data driven marketing database. (10Marks)
- b) Propose why People Use Social Networking Sites (5Marks)

**QUESTION 6**

- a) Assess the Social media trends every marketer should know (10 Marks)
- b) Discuss why people use Blogs in building relationships (5Marks)

