



UNIVERSITY
OF
JOHANNESBURG

FACULTY OF MANAGEMENT
EXAMINATION JUNE 2016

DEPARTMENT OF BUSINESS MANAGEMENT

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| <u>MODULE</u> | : | CUSTOMER MANAGEMENT |
| <u>CODE</u> | : | BMM9X01 |
| <u>DATE</u> | : | JUNE -SUPPLEMENTARY |
| <u>DURATION</u> | : | 3 HOURS |
| <u>TIME</u> | : | 09:00 – 12:00 |
| <u>TOTAL MARKS</u> | : | 100 |

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| <u>EXAMINER</u> | : | Prof M Roberts-Lombard |
| <u>(EXTERNAL) MODERATOR:</u> | | Prof M Tait (NMMU) |
| <u>NUMBER OF PAGES</u> | : | 24 |

INSTRUCTIONS TO CANDIDATES:

1. Read the case studies provided.
2. Read the questions carefully and answer only what is asked.
3. Please answer all the questions.
4. Question papers must be handed in.
5. **This is an open book assessment.**
6. Number your answers clearly.
7. Structure your answers by using appropriate headings and sub-headings.
8. Write neatly and legibly.
9. The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

CASE STUDY

Read the case study attached.

SECTION A (Thursday to Friday morning sessions)

QUESTION 1 [25]

1.1 Critique customer service as a key element in the development of a relationship building strategy with customers. Your critique must be inclusive of both customer satisfaction and customer value. **(15)**

1.2 The use of social media is a personal decision and experience. Develop a brief guideline framework to empower organisational understanding of this phenomenon before changing from a CRM to a social CRM strategy. **(6)**

1.3 Consult to management on how relationships with customers can be managed more professionally and successfully. **(4)**

QUESTION 2 [25]

2.1 Develop a Code of Conduct guideline for the employees of an organisation of your choice that will enhance professional employee service delivery. **(10)**

2.2 Develop an Internal Marketing strategy for an organisation of your choice. In your strategy discussion, focus only on the following FIVE key aspects to support your argument (refer to what will form the foundation, namely :

- Personal training and development of employees;
- Empowerment and participation of employees;
- Supportive working relationships;
- A receptive organisational environment; and
- Internal communication.

(8)

QUESTION 3

Critique the negotiation strategy framework to be considered before embarking on relationship building actions with stakeholders. Use the FIVE stages on page 149 of your prescribed book to develop your critique. (5)

[50]

SECTION B (Friday afternoon – Saturday morning sessions)

QUESTION 1

[25]

Describe how IBM can enhance its brand equity by implementing an integrated communications approach. Internal marketing is a critical component, but in your answer, you need to focus on the branding model, external communication and service promises.

QUESTION 2

[25]

The IBM case study clearly stated that emerging markets are continuously entering the social media environment. If IBM were to consider expanding to India, what segmentation bases would you suggest IBM use to best understand and delineate the Indian market for branching out their social media strategy?

[50]

TOTAL: SECTION A (50) + SECTION B (50) = 100

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