



COLLEGE OF BUSINESS AND ECONOMICS
JOHANNESBURG BUSINESS SCHOOL
DEPARTMENT OF BUSINESS MANAGEMENT
SUPPLEMENTARY WRITTEN ASSESSMENT

SUBJECT : CUSTOMER MANAGEMENT
CODE : BMM9X01
DATE : 26 JULY 2018
TIME ALLOWED : 09:00 – 12:00
TOTAL MARKS : 100

EXAMINER : Prof M Roberts-Lombard
(EXTERNAL) MODERATOR: Prof D Petzer (GIBS)
NUMBER OF PAGES : 3

INSTRUCTIONS TO CANDIDATES:

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

CASE STUDIES: Flight Centre and IBM

QUESTION 1 [25]

1.1 Consult on how an organisation such as Flight Centre can use the empowerment of its employees in enhancing its service delivery to external customers. (10)

1.2 The building of long-term relationships is a vital competitive tool for securing the future survival of any organisation. Advise the customer service division of Flight centre on how they can secure their customer base as friends, with the overall outcome of making their customer base their partners. (10)

1.3 Critically discuss how Flight Centre can use tiered-value service offerings to manage customer expectations. (5)

QUESTION 2 [25]

2.1 Develop a guiding framework for organisations to consider when designing social media engagement strategies into their marketing strategy. Support your answer with a diagram. (10)

2.2 Compile a social media engagement strategy for an organisation that will educate leadership on the basic elements to stimulate social media engagement. (15)

QUESTION 3 [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 4 [25]

Develop a high level crisis communication plan for IBM, focusing on social media as distribution channel.

TOTAL: 100

END OF ASSESSMENT