



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya

Tel: +254(0) 799 529 958, +254(0) 799 529 959, + 254 (0) 712 524 293,

Website: info@must.ac.ke Email: info@must.ac.ke

University Examinations 2023/2024

SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR
OF PURCHASING AND LOGISTICS MANAGEMENT

BBS 3225: CUSTOMER RELATIONSHIP MANAGEMENT

DATE: APRIL 2024

TIME: 2 HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

QUESTION ONE (30 MARKS)

- Explain the meaning of the term customer relationship and elaborate different types of relationships (6 marks)
- Examine challenges facing buyer supplier relationship (6 marks)
- Analyse the essential benefits of buyer supplier relationship to the buyer (6 marks)
- Elucidate key characteristics of franchising (6 marks)
- Elaborate common stakeholders in the buyer supplier performance (6 marks)

QUESTION TWO (20 MARKS)

- Cross functional teams is a group of employees with different functional expertise working towards a common goal. Enumerate functions of a cross functional team (10 marks)
- Discuss the benefits of customer relationship management (10 marks)

QUESTION THREE (20 MARKS)

- Analyze the stages in customer relationship life cycle (10 marks)

- b) Licensing is an arrangement which allows for the use of a firm's technology, patents, trademarks by another firm in exchange for valuable consideration. Examine the challenges in licensing transactions (10 marks)

QUESTION FOUR (20 MARKS)

Using appropriate examples. Discuss the following concepts in relation to strategic relationship management.

- a) Co destiny relations (4 marks)
- b) Divestitures (4 marks)
- c) Joint ventures (4 marks)
- d) Strategic alliances (4 marks)
- e) Mergers and amalgamations (4 marks)

QUESTION FIVE (20 MARKS)

Critically evaluate the relationship between the following departments with procurement department.

- a) Procurement and finance department (5 marks)
- b) Procurement and production department (5 marks)
- c) Procurement and Human Resource department (5 marks)
- d) Procurement and marketing (5 marks)