



# CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

END OF FIRST SEMESTER EXAMS 2021/2022 ACADEMIC YEAR

CENTRAL BUSINESS SCHOOL

DEPARTMENT OF MARKETING

CBMK 407: RELATIONSHIP MARKETING (LEVEL 400)

FEBRUARY 2022

DURATION: TWO (2.5) HOURS

## **INSTRUCTIONS**

Answer any **FOUR (4)** questions.

**\*Credit will be given for clarity of expression and orderly presentation of relevant material**

EXAMINER: Mr. Victor Achiriga.

**ANSWER ANY FOUR QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS**

1. a) Identify and discuss the **THREE** main factors that have accounted for the rapid development of Relationship Marketing as a distinct discipline (10 marks).  
b) Outline and explain the **THREE** types of Relationships that could exist between a buyer and seller with appropriate examples (10 marks).  
c) State and explain any **THREE** differences between Transactional Marketing and Relationship marketing (5 marks).
2. ASEEDO is a new entrant into the Ghanaian Mobile Telephony Industry. As a Relationship Marketing consultant, you have been tasked by the management of ASEEDO to make a convincing presentation on the importance of an understanding of the Leaky Bucket Theory to their fortunes as a start-up in the Ghanaian Mobile Telephony industry. What **key elements** will you include in your presentation? (25 marks).
3. According to Cumby and Barnes (1998), there are certain specific levels on which drivers exist. Critically examine any **FIVE** of these levels with the aid of suitable examples (25 marks).
4. a) Differentiate between Database Marketing and Direct marketing (2 marks).  
b) Describe horizontal relationships (2marks).  
c) Mention **TWO** costs associated with partnerships (4 marks).  
d) Define a network (2 marks).  
e) Explain a collaboration, and distinguish between the **TWO** types of collaborations with examples (10 marks).  
f) State the role of information technology in loyalty programmes (5 marks)
5. According to Dwyer et al (1987), relationships in Marketing typically unfold in a life cycle, very much like the product life cycle. Examine the key activities undertaken in the various phases of the relationship life cycle with adequate illustrations (25 marks).
6. Relationship Marketing appears to lack a single universally accepted definition. Identify one definition of relationship marketing that in your view is comprehensive, and discuss **FIVE** dimensions of this definition with the aid of appropriate illustrations (25 marks).