



CUSTOMER RELATIONSHIP MANAGEMENT

AUG 2022

MOCK EXAMS

Time: 9:00 AM – 12:00 PM

Date: NOVEMBER 12th, 2022

Three hours duration

The Mock will be 3 hours in duration

The mock has **TWO** Parts.

Task 1 is worth **40%** of the total marks available

Task 2 is worth **60%** of the total marks available.

You are required to give your answers in the GSM answer booklet provided. Do not repeat the task in your answer, but show clearly the number of the task attempted on the appropriate pages of the answer book. Please start each task on a new page.

Rough work and notes **must** be written in the answer book or on supplementary sheets and **must** be clearly identified.



SECTION A – COMPULSORY (ANSWER ALL QUESTIONS)**CASE STUDY - Konti Press**

There is a complete lack of support from Units of Konti Press for the customer service, sales and marketing teams. The situation came to a head when the head of the billing department had a very hot exchange with the head of sales and marketing over a delayed response to the wrong billing of Anoma Company Limited. Mr. Anaman the head of the billing department claims he had been put under undue pressure to respond to Anoma Company Limited's request for a revised invoice for stationery purchased worth GHs1,000,000.00. He further argues that information received from the sales team was used in preparing the invoice and therefore blames the sales team for the error. Additionally, he has a lot of work on his plate that requires immediate attention. Mr. Sonne of the sales department is of the view that given the volume of business Anoma Company Limited does with Konti Press it must be treated with dispatch. Anoma's yearly volume of business with Konti Press is GHs5,000,000.00.

Kofi Mensah owns Konti Press, one of the largest firms in the printing industry in Ghana. Starting from humble beginnings in 1975 Konti Press has expanded over the period and currently employs some two hundred workers performing various duties at the press and sales outlets. Apart from printing the company acts as agent for major foreign book and stationery suppliers. Products of Konti Press include exercise books, Notebooks, textbooks on Basic Education, textbooks on Senior Secondary Education, Fliers, Posters, Programme booklets for funerals, weddings, and other social events.

In 2015 a thorough assessment of the business was done. This considered the environment in which they operate, the competition, and another growth potential.



The reason for this critical audit was the realization that growth in terms of profit and expansion of territories had stagnated. The audit also revealed that there are a number of players in the printing industry which demands a strategy for Konti Press to stay on top of the competition. The stagnation in operation is revealed in their three year profit after tax figures of GHs40,000,000 in 2017, 39,000,000.00 in 2018, GHs40,001,000 in 2019.

The consultants who conducted the audit of the company recommended among other things a detailed overhaul of the operations. This should involve an aggressive marketing drive which must include a customer relationship management system to make the business customer-centric. This is because it became quite obvious to the consultant that units of the company were operating independently of each other. Information on customers existed in various departments without harmonization for use by all. Also, training of employees on the use and application of state-of-the-art technology was lacking.

You are Mr. Abotsi, a Customer Service Management Consultant with over two decades of practice. Konti Press Limited has engaged your services to put in place a comprehensive customer relationship management system.



Question 1

Access the options available to you in instituting a customer service culture in Konti Press Limited. (15 Marks)

Question 2

Develop a complaint handling system for Konti Press (10 Marks) and explain the goals that it would achieve. (5 Marks)

Question 3

Discuss why you would advocate the inclusion of 'Voice of the Customer' in Konti Press Limited strategic management activities. (10 Marks)

Part B (Answer any three questions)

Question 4

As a Customer Relationship Management Consultant for a Bank, compare and contrast the use of Transactional and Relational customer relationship management styles by a business engaged in banking. (20 Marks)

Question 5.

You are to give a talk on 'the nature and scope of customer relationship management and demonstrate its importance to modern marketing practice' as key note speaker at a workshop in your role as marketing manager of United Biscuits Limited. Outline your presentation. (20 Marks)

Question 6.

Brand Equity has been identified as a good barometer to understand past and future courses of action for marketers. In your role as Head of Marketing **Argue** this position using Keller's customer-based brand equity model to the Board of Unique Beverages Limited (20 Marks)



Question 7.

In your role as Marketing Consultant to a mobile telecommunication operator discuss how customers develop relationships with a service drawing on your experiences with the industry. (20 Marks)

Question 8.

After exhaustive discussions on the choice of either the IDIC model or Payne's Five Process model for your marketing team's interactions with leads, prospects, and customers, the board has asked you as the Head of Customer Relationship Management to evaluate your choice for **any one** of the two. (20 Marks)

