



UNIVERSITY OF COLOMBO, SRI LANKA

Faculty of Management and Finance

Bachelor of Business Administration (Semester V) Examination, July 2022

MKT 3230 - Relationship Marketing

Two (02) Hours

Answer ALL questions.

This is an OPEN BOOK examination

The paper consists of four (04) questions printed on three (03) pages.

1. i. Relationship Marketing (RM) is identified as a gradual shift from traditional marketing, where RM intends to build, develop, maintain, and, if necessary, terminate the relationship with the important parties that surround the organization.

Define RM in your own words and explain its development in relation to customer service.

15 Marks

- ii. With reference to the article titled 'Rethinking the Emergence of Relationship Marketing', explain the key themes that the organizations should follow to benefit from RM with appropriate examples.

10 Marks

Total 25 Marks

2. i. Mr. Silva is a newly appointed marketing manager at ABC supermarket chain. He always believes that they must take all necessary actions to get more new customers to their outlets. Therefore, he advised his team to give more discounts to all customers. However, according to the financial reports, they have noted a significant decline in

total sales at the end of a year. Based on the given scenario, they are willing to get advice from a relationship marketing expert to correct their decision.

Assume that the organization has hired you to get consultation on this situation. Based on your knowledge on relationship marketing theories, advice the management on how they can improve their sales again.

15 Marks

- ii. With reference to the above scenario, explain the importance of promoting promiscuous type loyalty behavior among supermarket customers.

10 Marks

Total 25 Marks

3. i. 'Leading brands are believed to offer psychological reassurances against the risk attached to purchasing.'

Do you agree or disagree with the above statement? Discuss your answer with reference to the concepts of risks, salience and emotion.

15 Marks

- ii A 'critical episode' in a relationship is an episode that is of great importance to a relationship and upon which the continuation of a relationship is dependent.

Briefly explain such a critical episode faced by you as a customer by emphasizing how the organization responded in that situation.

10 Marks

Total 25 Marks

4. i. Selecting an appropriate example, explain how database marketing and digital marketing facilitate relationship marketing.

15 Marks

- ii. Discuss the role of network and collaboration in maintaining relationship marketing practices.

10 Marks

Total 25 Marks
