**International School of Economics**

 **Business Relationships course**

**Final exam Questions**

1. Explain the differences between relationship marketing and traditional marketing?
2. Explain six dimensions of relationship marketing?
3. Explain what business relationship are?
4. Explain what Organizational/Brand relationships are?
5. Explain the role of reputation in business relationship?
6. Explain what learning relationships are?
7. Explain what motivational investments are?
8. Explain Leaky bucket theory?
9. Explain the benefits of customer retention?
10. Define and explain the key customer acquisition costs?
11. Explain the relationship between types of industry and customer acquisition cost?
12. Define and explain the stages of business relationship?
13. Explain Kotler’s Ladder of loyalty?
14. Explain Lifetime value of customers?
15. Explain the lifetime value of a customer?
16. Explain the role of switching and psychological costs in customer retention?
17. Explain Behavioral and Attitudinal approaches to customer loyalty?
18. Explain an integrated model of customer loyalty?
19. Explain types of Loyalty behaviors?
20. Explain Types of Loyalty programs?
21. Define and explain drivers promoting relationship strategies?
22. Explain drivers of Relationship Marketing - Risk, salience and emotion;
23. Explain drivers of Relationship Marketing - trust and commitment;
24. Explain Drivers of customer Satisfaction?
25. Explain what Inertia-type behavior is?
26. Explain what Service paradox is?
27. Explain the role of customer service in relationship marketing?
28. Define and explain special characteristics of services?
29. Explain what service chain (customer’s service path) is?
30. Explain what profit chains is?
31. Explain complex return on relationship model?
32. Define and explain types of relationship breakdown?
33. Explain intangible nature of service industries and modern paradox of marketing?
34. Explain the role of relationships in high-contact and low-contact services?
35. Explain the role of internal marketing in customer–employee interface?
36. Define and explain the role of “full” and “part-time” marketers in marketing process?
37. Explain the role of human resources in relationship marketing?
38. Explain active market-orientated approach and the benefits of internal marketing?
39. Explain what inter-functional dependency is?
40. Explain how organizational climate and culture can affect marketing effectiveness of company?
41. Explain how relationship-based company can get benefits form operationalizing empowerment?
42. Explain what supplier partnerships is?
43. Define and explain advantages of vertical integration?
44. Explain how cultural styles and organizational mindsets effect vertical partnerships between business organizations?
45. Explain how the balance of power affects partners behave?
46. Explain what horizontal partnerships is?
47. Explain how individual networks of employees can help small firms to compete more effectively with larger companies?
48. Explain what "cooptition" is and how firms can simultaneous can compete and collaborate?
49. Explain what industry collaboration is?
50. Explain what external collaboration is?
51. Define and explain stages of "relationship life cycle"?
52. Explain database view of RM and define its three key elements?
53. Explain how Information technologies affects Loyalty programmes?
54. Explain how SOSTAC planning model helps developing of relational strategy?
55. Define and explain major concerns regarding managing personal information?
56. Mass production and Mass customization affect business relationships?
57. Explain how one-to-one marketing, direct and digital marketing affects business relationships?
58. Explain how Internet technology changes marketplace relationships?
59. Explain what Customer relationship management is?
60. Define and explain key elements of analytical CRM application?
61. Compare and contrast RM and CRM?
62. Explain what social marketing is?
63. Explain what service-dominant logic (S-DL) is?
64. Explain how satisfaction, loyalty, and value metric can help measuring the value of relationships?
65. Explain how duration, retention and defection metric can help measuring the value of relationships
66. Explain loyalty accounting matrix?
67. Define and explain strategies for improved ROR?
68. Define and explain the audit of RM?
69. Explain networks of relationships?
70. Compare and contrast dinosaur and network organizations?
71. Explain how quality, productivity and profits can help measuring the value of relationships
72. Define and explain five sources of quality and productivity in RM?
73. Define and explain value-adding roles of customers’ customer?
74. Explain how the Balanced Scorecard can help measuring the value of relationships?
75. Explain what return on non-market relationship (RON) and return on management (ROM) are?