**Open Questions**

**4 Events and Customer Relationship Marketing**

**Question 1**

a What is relationship marketing and how did this field emerge historically?

b What is the role of events in relationship marketing?

c Who is the relationship marketing strategy of Insurance Direct aimed at (see boxed text in the introduction of chapter 4)?

**Question 2**

The four Ps are the key factors that are involved in marketing. Sometimes, one or more Ps are added. In relationship marketing, the three Rs are used. Explain the 4P and 3R model by means of the Insurance Direct case (see boxed text in the introduction of chapter 4). Consider relationship experience, relationship fulfilment and relationship confirmation in your answer.

**Question 3**

What reasons could Insurance Direct have had for using the event?

**Question 4**

In figure 4.3 in the book, customers are categorized on the basis of customer value. In which segment would you position the Insurance Direct intermediaries? Explain your answer by means of the figure.