TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Sciences

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN

BHT 4206: CUSTOMER RELATIONSHIP MANAGEMENT

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE/JULY 2015
TIME: 2 HOURS

INSTRUCTIONS:

− Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.
   This paper consists of Two printed pages

SECTION A (Compulsory)
QUESTION 1

a) A food service operation's reputation relies heavily on the satisfaction of its customers. The food has to taste wonderful to the customers the amblance has to be just right and of cause the service has to be impeccable. That is why most restaurant owners have adopted. The customer is always right mantra and probably every customer takes this as a fact. Many restaurant professionals/consultants have written customer service tips that should be read and practiced by restaurant owners and staff to to help attract more people. Discuss **FOUR** examples of good customer service you will observe in a local restaurant.   **(8 marks)**

b) The needs that a customer might be seeking to satisfy are diverse. Discuss with examples any **THREE** such categories of needs.   **(10 marks)**

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c) Companies rarely hestate to abolish employee positions that serve no useful purpose. In similar vein, are view of customer values might identity customers that are candiates for dismal, including customers who will never be profitable or who serve no other useful strategic purpose. Discuss with examples some of these strategies for sacking customers. **(12 marks)**

SECTION B (Answer any **TWO** questions)

QUESTION 2

a) Define prospecting as used in CRM. **(2 marks)**

b) Discuss any **FIVE** sources of business leads you would rely on in a hospitality organization.
(10 marks)

c) Pre-testing messages on a sample of potential new customers is away to improve the chances of a advert achieving its objectives. Explain some of the criteria you can assess. **(8 marks)**

QUESTION 3

a) Define customer retention. **(2 marks)**

b) Whereas loyalty schemes and clubs are durable, sales promotions offer only temporary enhancements to customer value sales promotions can also be used for customers acquisition. Retention-oriented sales promotion encourage the customer to repeat purchase so the form they take is different. Discuss some examples of sales promotion you would apply in hospitality set ups.
(18 marks)

QUESTION 4

Companies can reduce levels of customer thorn by researching a number of questions: why are customers churning? Are there any lead indicators of impending defection? What can be done to address the root causes? The second question attempts to find out if customers give any early warning signals of impending defection. If these were identified, the company could take pre-emptive action. Discuss some of these signals you would look for through a research process. **(20 marks)**

QUESTION 5

a) There are a number of CRM – Customer Relationship Management) Technologies that are useful for customer development purposes. Discuss **SIX** such technologies. **(12 marks)**

b) Sales promotion can be defined as any behaviour–triggerign temporary incentive aimed at prospects, customers, channel partners or sales people. Highlight some of the many forms of customer sales promotions. **(8 marks)**