



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS AND OFFICE MANAGEMENT

BSC 4101: CUSTOMER RELATIONS MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date Dec 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

This paper consists of two printed papers

Do not write on the question paper.

Mobile phones are not allowed in the examination room.

Question one (compulsory)

- a) Explain reasons why organizations are now becoming more and more consumer focused. **(10 marks)**
- b) As a marketing manager of ABC Co. explain the steps that you would put in place to improve your customer relations management. **(10 marks)**
- c) Discuss the reasons why customers want to relate with their suppliers **(10 marks)**

Question two

- a) Many organisations are now laying more emphasis on personalized communication as opposed to mass communication when dealing with their customers. Discuss **(10 marks)**

- b) Discuss the possible behaviours of a disappointed customers. **(10marks)**

Question three

- a) As a marketing manager of KCM Co. ltd. You are planning to contract a consult to a conduct a customer satisfaction survey for your organization. In your proposal to the management. Discuss the reason that will conceive them to approve your budget. **(10marks)**
- b) One of the strategies for effective customer relations management is to pay more attention to the internal customers. Discuss **(10 marks)**

Question 4

- a) Discuss the steps that an organization need to take to retain its customer. **(10 marks)**
- b) Discuss the major challenges of customer care **(10marks)**

Question five

- a) Discuss the positive contribution made by technology in customer relations management. **(10 marks)**
- b) As a new manager of Kambi develop a customer complaints procedure to assist in caring for the customers. Explain to the management the benefits of this in improving the customers relations. **(10 marks)**