



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF COMMERCE

BACHELOR OF BUSINESS ADMINISTRATION

BSC 4102: CUSTOMER RELATIONSHIP MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date Sep 2017

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 paper

Do not write on the question paper.

Mobile phones are not allowed in the examination room.

Question one (compulsory)

- a) As a marketing manager of Kala. Company ltd you are planning to develop customer relation program. Explain the factors you will take into account. **(10marks)**
- b) Explain the reasons why customers do not want to relate to their suppliers
- c) Customer relation management evolved through several stages. Discuss at least five of them. **(10marks)**

Question two

- a) As a new marketing manager of Kitoko Company ltd, you are planning to hire a consultant to conduct customer satisfaction survey. Explain to the management the benefits of doing this. **(10 marks)**
- b) Explain the steps that needed to be taken to improve the relationship with the internal customers. **(10 marks)**

Question three

- a) Trust is a key component of customer relations management. Explain benefits enjoyed when it exist in relationship. **(10marks)**
- b) Discuss the possible behaviors of disappointed customer. **(10marks)**

Question four

- a) The growth of technology has been attributed to the challenges faced in relationships. Discuss **(10 marks)**
- b) Explain the reasons why organizations would wish to develop close relationship with their consumers. **(10marks)**

Question five

Write short noted on the following

- i) Calculus based trust **(4marks)**
- ii) Commitment **(4marks)**
- iii) Customer satisfaction **(4marks)**
- iv) Customer value **(4marks)**
- v) Deal prone customers **(4marks)**