



TECHNICAL UNIVERSITY OF MOMBASA
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATION FOR THE DEGREE OF:
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTM S14P)

BHT 4206: CUSTOMER RELATIONSHIP MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: 2016

TIME: 2 HOURS

DATE: Pick Date

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 pages

Do not write on the question paper

Mobile Gadgets are NOT ALLOWED inside the examination room

Section A (Answer ALL the Questions)

30 Points

Question One

- a) Define the following terms used in Customer Relationship Management (CRM)
- i. Collaborative CRM
 - ii. Analytical CRM
 - iii. Operational CRM
 - iv. Service Level Agreement (SLA) (8 marks)
- b) Using relevant examples describe the various Customer Profiles in a hospitality business of your choice. (12 marks)
- c) Outline the challenges of managing customer relations in an organization

(10 marks)

Section B (Answer Any Two Questions)

Question Two

- a) SuperMeals is an outside catering company based in the coastal region of Kenya. The sales team usually collects customer data for entry on excel worksheets for onward reports to their sales manager. The company does not yet have a sound CRM system in place, so they simply contact their customers to check their orders. Describe the Customer relationship management lifecycle phases the company will undergo to establish sound CRM. (20 marks)

Question Three

Offering customers high quality service goes hand in hand with maintaining healthy customer relations. Discuss the main objectives of CRM despite having high quality service. (20 marks)

Question Four

Using customer service / sales profiles can enable tourism/hospitality service providers acquire, retain and build relations with customers. Using relevant examples, describe how you can utilize such profiles to target the right customers. (20 marks)

Question Five

Customer Relationship Management is both a strategy and a tool for achieving organization success. Discuss how relevant it is to Kenya's tourism and hospitality industry. (20 marks)