



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS
UNIVERSITY EXAMINATION FOR:
BACHELOR OF BUSINESS AND OFFICE MANAGEMENT

BSC 4304: CUSTOMER RELATIONS MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: 29 Apr 2025

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

Do not write on the question paper.

Question ONE

- a) Illustrate the critical skills needed for effective management of customers. (10 marks)
- b) Discuss the benefit of understanding customers' behaviors. (10 marks)
- c) Describe the benefits of effective customer service. (10 marks)

Question TWO

- a) Discuss the roles of a customer service manager. (10 marks)

- b) Explain the benefits of putting in place customer feedback systems in the organization. (10 marks)

Question THREE

- a) Highlight the obstacles that affect the effectiveness of customer service in an organization. (10 marks)
- b) Analyze the possible reactions of a disappointed customer. (10 marks)

Question FOUR

- a) Explain the factors that organizations need to take into account to be able to effectively serve customers in the 21st century. (10 marks)
- b) Analyze the steps the organizations need to take into account to make the internal customers more effective in providing services to external customers. (10 marks)

Question FIVE

- a) Discuss the factors that need to be taken into consideration to gauge the effectiveness of customer service. (10 marks)
- b) Illustrate the effect of globalization on customer relations management. (10 marks)