



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS AND OFFICE MANAGEMENT

BSC 4304: CUSTOMER RELATIONS MANAGEMENT

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY 2025

TIME: 2 HOURS

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) Discuss the factors that are taken into account when serving Global customers. (10 marks)
- b) Illustrate the strategies that may be used by organizations for effective customer service. (10 marks)
- c) Discuss the communication skills needed for effective managing of customers. (10 marks)

Question TWO

- a) Explain the benefits of effective customer service management. (10 marks)
- b) Illustrate some of the critical customer feedback systems that are critical to organizations. (10 marks)

Question THREE

- a) Explain the common approaches taken by customer-focused organizations to maintain their loyalty. (10 marks)
- b) Describe the critical roles played by customer service managers. (10 marks)

Question FOUR

- a) Highlight some of the obstacles that affect the success of customer service. (10 marks)
- b) Discuss some of the critical customer care techniques that organizations need to take into account. (10 marks)

Question FIVE

Write notes on the following:

- i. History of customer relationship management development. (4 marks)
- ii. Stakeholders in customer relationship management. (4 marks)
- iii. Customer service in the 21st century. (4 marks)
- iv. How to handle difficult customers. (4 marks)
- v. Types of customer needs and expectations. (4 marks)