(University of Choice)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY
(MMUST)

UNIVERSITY MAIN EXAMINATIONS

2023/2024 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER EXAMINATION

FOR THE DEGREE
OF
BACHELOR OF COMMERCE

COURSE CODE: BCB 435

COURSE TITLE: CUSTOMER RELATIONSHIP MANAGEMENT

DATE: MONDAY 8TH APRIL 2024 **TIME: 3.00-5.00 PM**

INSTRUCTIONS TO CANDIDATES
Answer question **ONE** and any other **TWO** questions

TIME: **2 HOURS**

MMUST observes ZERO tolerance to examination cheating

QUESTION ONE

(a) Discuss arguments in support of why corporations should spend money to keep existing customers loyal (8 marks)

(b) Distinguish between customer's desired expectations and customer's adequate satisfaction. (6 marks)

(c) Discuss the main factors that influence customer's expectations in the banking sector. (6 marks)

(d) Explain the main components of customer satisfaction in the Hotel industry and the factors that determine such satisfaction. (6 marks)

(e) In what ways may loyal customers actually be dissatisfied and why might satisfied customers defect? (4 marks)

QUESTION TWO

(a) Customers tend to shift loyalty depending on how an organization treats them. Discuss five methods that an organization employ in order to avoid this trend.[10 marks]

(b) You are a CEO of a Company and you notice that your company is making huge losses. List and explain the best way to handle such an issue before it gets to a crisis level, keeping in mind the various needs of your already customers.[10 marks]

QUESTION THREE

(a) Discuss the effectiveness of the various customer retention strategies insurance firms can use. (10 marks)

(b) Explain why many organizations lose a significant proportion of their customer base. (10 marks)

QUESTION FOUR

(a) Using examples, discuss the roles played by at least five types of customers in an organization. [10 marks]

(b) Briefly discuss workflow management and it impact on an organization's setting. [6 marks]

(c) What should be the objectives of customer feedback system? (4 marks)