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**University Examinations 2014/2015**

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT

**BBS 3426: MANAGEMENT OF CUSTOMER SERVICE**

 **DATE: AUGUST 2015 TIME: 2HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Discuss the role that ICT plays in enhancing a customer service culture (10 Marks)
2. Discuss the role of any five functional areas in enhancing pleasant customer experiences (10 Marks)
3. Assess the key qualities that one should look for in customer service personnel (10 Marks)

**QUESTION TWO (20 MARKS)**

1. Discuss the concept of supply chain management and demonstrate how effective customer service may enhance performance of supply chain management (20 Marks)

**QUESTION THREE (20 MARKS)**

1. Discuss the concept of customer relationship management illustrating with examples how the same may be used as a basis of competitive advantage. (10 Marks)
2. Assess the customer service challenge facing Meru University (10 Marks)

**QUESTION FOUR (20 MARKS)**

1. Discuss the customer relationship lifecycle stages showing the relevance of each stage (15 Marks)
2. Explain why it is important to segment customers for effective customer service management (5 Marks)

**QUESTION FIVE (20 MARKS)**

1. Vividly discuss some of the achievements which derive from developing a code of conduct in business (10 Marks)
2. In customer service encounters one may have to deal with difficult customers. Illustrate with examples possible way of dealing with such customers (10 Marks)