

W1-2-60-1-6

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2018/2019**

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF**

**HCC 2411: CUSTOMER RELATIONSHIP MANAGEMENT**

**DATE: DECEMBER 2018 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE**

1. Define Customer Relationship Management. [3 marks]
2. Apart from customers, list other five publics that organizations interact with on a day-to-day basis. [5 marks]
3. List any five barriers that can affect communication between an organization and its customers. [5 marks]
4. Briefly explain how a customer can substitute an employee. [5 marks]
5. Outline SIX benefits customers get from interacting with an organization. [6 marks]
6. Identify SIX ways through which organizations can motivate their customers. [6 marks]

**QUESTION TWO**

1. Using examples, discuss the roles played by at least five types of customers in an organization. [10 marks]
2. Briefly discuss workflow management and it impact on an organization’s setting. [10 marks]

**QUESTION THREE**

1. Define issue management and discuss its impact on the customers of an organization. [10 marks]
2. “Angry” and “bully” customers can be a nuisance to an organization’s management. Explore “polite” ways through which an organization can deal with them. [10 marks]

**QUESTON FOUR**

1. 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]
2. 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]