

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE**

**AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2018/2019**

**YEAR IV SEMESTER I EXAMINATION FOR THE DEGREE OF BACHELOR OF PROCUREMENT AND CONTRACT MANAGEMENT**

**HPS 2405: MANAGEMENT OF CUSTOMER SERVICE**

**DATE: AUGUST 2019 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO**

**QUESTIONS**

**QUESTION ONE**

a) The customer your serve have information with them at all times. To best serve them, you need

to anticipate what information they want. Discuss. (5 marks)

b) State and explore benefits of Bar coding in customer service (5 marks)

c) Discuss Five After sale service technique offered by many companies to their customers to create loyalty (10 marks)

d) Write short notes on

i) Customer service

ii) Problem ownership

iii) Customer perception

iv) Encoding and Decoding

v) Internal and External customers (10 marks)

**QUESTION TWO (20 MARKS)**

a) Discuss the importance of understanding your customer (5 marks)

b) Explain the steps you would follow in collecting customer information (10 marks)

c) State the importance of confidence when dealing with difficult customers (5 marks)

**QUESTION THREE (20 MARKS**)

a) Discuss the concept of matching the Environment of surroundings and staff appearance and posture helps customers perceive that service is good . (10 marks)

b) State and explain FIVE characteristics of a customer – focused organizational model (10 marks)

**QUESTION FOUR (20 MARKS)**

a) Describe the potential Ethical issues that could arise in marketing and delivery service (10 marks)

b) Explain Five major challenges during implementation of customer feedback (10 marks)

**QUESTION FIVE (20 MARKS)**

a) Justify the statement “Good relationships starts with good fit between customer needs and company capabilities to meet those needs (15 marks)

b) Explain FIVE advantages to an organization offering after sales services (5 marks)