

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

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2018/2019**

THIRD YEARS FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF PROCUREMENT AND CONTRACT MANAGEMENT

**HPS 2306: CUSTOMER RELATIONSHIP MANAGEMENT**

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

INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER

TWO QUESTIONS

**QUESTION ONE: 30 MARKS**

a. Differentiate between Customer Relationship Management and Customer

Service. (4 marks)

b. Identify six ways through which an organization can motivate their customers. (6 marks)

c. Explain at least five benefits customers get from interacting with an organization. (10 marks)

d. “Angry” and “Bully” customers can be a nuisance to an organization management. Explore “polite” ways though which an organization can deal with that. (10 marks)

**QUESTION TWO: 20 MARKS**

a. Discuss five ways in which you can employ to encourage feedback from internal customers. (10 marks)

b. Explain five reasons as to why customer relation is a preferred strategy in relationship management. (10 marks)

**QUESTION THREE: 20 MARKS**

a. Explain five merits of customer relationship management to a modern business organization. (10 marks)

b. Highlight the differences between the internal and external customer in any given organization. (10 marks)

**QUESTION FOUR: 20 MARKS**

a. Explicate at least five commandments of great customer service.

(10 marks)

b. Discuss at least five risks of forming effective business relationship with overseas suppliers. (10 marks)

**QUESTION FIVE: 20 MARKS**

a. Elaborate on the key values of using Bar-codus in customer relationship management. (10 marks)

b. Citing examples, discuss customer rewards and recognition in customer relation management. (10 marks)