

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

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2018/2019**

FIRST YEARS SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ADMINISTRATION AND LEADERSHIP

**HPG 2104: PUBLIC SECTOR CUSTOMER SERVICE**

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

INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER

TWO QUESTIONS

**QUESTION ONE: 30 MARKS**

a. Explain the term relationship management in an organization. (6 marks)

b. Explain the importance of customer service in an organization. (6 marks)

c. Explain the meaning of the term CRM. (6 marks)

d. Explain the barriers to customer satisfaction. (6 marks)

e. Explain what you understand by Public Service utilities. (6 marks)

**QUESTION TWO: 20 MARKS**

a. Discuss the external emerging issues in service delivery. (10 marks)

b. Explain how a service structure is developed in a developed system. (10 marks)

**QUESTION THREE: 20 MARKS**

a. Discuss how customer service principles applied in an organization. (10 marks)

b. Explain the meaning of world class customer service in public administration. (10 marks)

**QUESTION FOUR: 20 MARKS**

a. Explain various ways of managing a difficult customer. (10 marks)

b. Explain the basic problem solving skills for effective service delivery in an organisation. (10 marks)