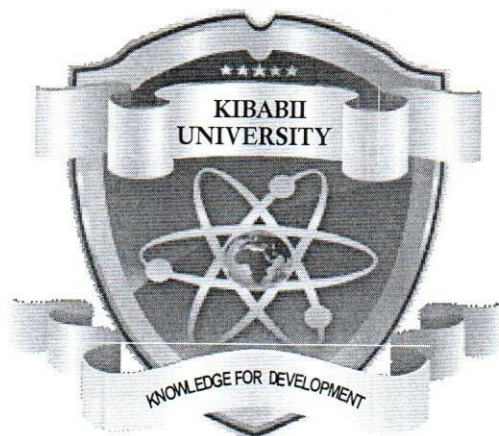


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KIBABII UNIVERSITY



SUPPLEMENTARY/SPECIAL EXAMINATIONS
2017/2018 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER
FOR THE DEGREE OF BACHELOR OF EDUCATION

COURSE CODE: BBM 447

COURSE TITLE: CUSTOMER RELATIONSHIP MANAGEMENT

DATE: 11/10/18

TIME: 8 – 10AM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (compulsory) and ANY OTHER TWO questions

SECTION A

QUESTION ONE

- a) The commonly required Managerial Skills in general and Marketing Skills in particular, a set of specialized skills is also desirable for the purpose of CRM Discuss some of this skills (10marks)
- b) Why do organizations lose their customers? (10marks)
- c) What are some of the benefits an organization can get by retaining customers? (10marks)

SECTION B

- 2a) Discuss communication as an important aspect in Customer Relationship management? (10marks)
- b) In which ways do Customers come within the fold of an organization? (10marks)
- 3a) There are a number of advantages to conducting Satisfaction Surveys (particularly where any individual problems highlighted can be subsequently dealt with) for e-commerce as much as in traditional markets elaborate on some of this advantages ? (10marks)
- b) Customer Loyalty may fall into Several Types, Discuss some of them (10marks)
- 4 a) Discuss qualities of A Good CRM program (10marks)
- b) How can CRM programs improve customer relationships? (10marks)