

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER
MAIN EXAMINATION**

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCM 447E

**COURSE TITLE: CUSTOMER RELATIONSHIP
MANAGEMENT**

DATE: 17/05/2022

TIME: 9.00AM – 11.00AM

INSTRUCTION TO CANDIDATES

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTION ONE

(a). Customer relationship is perhaps the most important concept of modern marketing. Briefly explain the importance of customer relationship management to any marketing economy. **(10 marks)**

(b). Define customer perceived value and customer satisfaction and an overview of the differences between the two. **(10 marks)**

(c). Companies are realizing that losing a customer means losing more than a single sale. Explain customer lifetime value and show how this contributes to an organization in creating customer loyalty and retention. **(10 marks)**

QUESTION TWO

(a). For effective Customer relationship management strategy, organizations should stage on identifying possible competitive advantages. Discuss what it means by competitive advantage and how the company can choose the right competitive advantage. **(10 marks)**

(b) Formal customer communications programmes typically contain variably valued and targeted customer offers. Briefly discuss the objectives of those marks. **(10 marks)**

QUESTION THREE

(a). Briefly explain the keys to successful customer relations management communications. **(10 marks)**

(b). Discuss the various components of customer relationship management. **(10 marks)**

QUESTION FOUR

(a). What are the various Customer relationship management systems that most organizations apply to enhance customer loyalty and retention **(10 marks)**

(b). Elaborate on the benefits that accrue to the organization as a result of effective Customer relationship management implementation. **(10 marks)**

QUESTION FIVE

(a). What is the importance of using customer call centres in the effective implementation of good customer relationship management. **(10 marks)**

(b). Elaborate on the contribution of social media on enhancement of organization customer loyalty and retention. **(10 marks)**