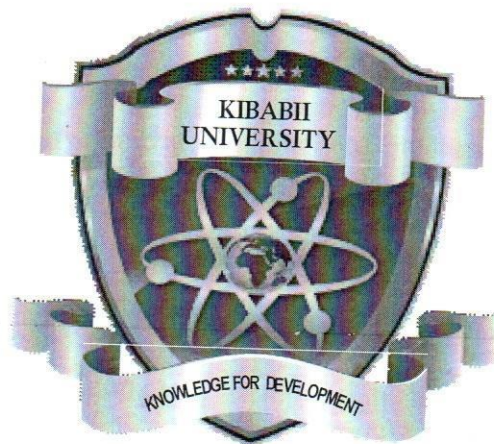


KIBABII UNIVERSITY

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## UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR  
FOURTH YEAR SECOND SEMESTER  
SPECIAL/ SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE  
COURSE CODE: **BBM 447E**  
COURSE TITLE: **CUSTOMER RELATIONSHIP MANAGEMENT**

DATE: 21/11/2022

TIME: ~~21/11/2022~~

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### 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) Using a training institution as an example, explain how you can measure the level of customer satisfaction. (10mks)
- b) Explain the problems that an organization is likely to encounter when measuring customer satisfaction level. (10mks)

### **QUESTION TWO**

- a) Highlight the distinguishing features of customer relationship management practice. (10mks)
- b) Differentiate between "Transaction" and "Relationship" marketing concepts. (10mks)

### **QUESTION THREE**

- a) Explain the factors that have facilitated the growth and adoption of customer relationship management philosophy. (10mks)
- b) For what reason is long term relationship with customer generally more profitable than one-off transaction? (10mks)

### **QUESTION FOUR**

- a) The justification for relationship marketing comes from the need to retain customers. In view of the above statement, explain the five different levels of customer relationship that an organization is likely to establish, citing their advantages.(10mks)
- b) Whatever the CRM programs used by the company, there will be a certain amount of customer defection at different stages of the customer life cycle due to a number of reasons. Discuss.(10mks)

### **QUESTION FIVE**

- a) To avoid customer switching to competing firms, the customer relationship manager requires a well curved out strategy to retain the existing customer. Discuss some of the strategic initiatives required for customer retention. (10mks)
- b) Outline the various steps that an organization should follow when desighning and developing an effective customer care programme.(10mks)