



THE KENYA NATIONAL EXAMINATION COUNCIL

Qualification Code : 041305T4BUS

Qualification : Business Manager Level 5

Unit Code : BUS/OS/BM/CR/02/5

Unit of Competency : Maintain Customer Experience

WRITTEN ASSESSMENT

INSTRUCTIONS TO THE CANDIDATES

You have **THREE (3)** hours to answer all the questions.

Marks for each question are indicated in the brackets.

The paper consists of **THREE** sections: **A**, **B** and **C**. Attempt questions in each section as per instructions given in the section.

You are provided with a separate answer booklet.

Do not write on the question paper

This paper consists of eight (8) printed pages Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

SECTION A: (20 MARKS)

Answer all questions in this section in the answer booklet provided. Each question carries one (1) mark.

1. What does CRM mean in marketing?
 - A. Customer Relationship Marketing
 - B. Customer Relationship Management
 - C. Customer Random Management
 - D. Communication Relationship Management
2. A Call Center is defined as-----.
 - A. The midpoint in duration of a telephone call
 - B. A revenue office
 - C. An office equipped to handle a large volume of telephone calls for an organization especially for taking orders or for providing customer service.
 - D. An office equipped to handle a large volume of data
3. Which one of the following is not an element of customer service?
 - A. Professionalism
 - B. Patience
 - C. “people-first” attitude
 - D. Practice
4. A satisfied customer is likely to become a _____ customer.
 - A. Loyal
 - B. Royal
 - C. Grateful
 - D. Trusted
5. Which of the following is a stage in new product adoption?
 - A. Idea generation
 - B. Product design
 - C. Introduction
 - D. Test marketing

6. Which of the following is a free online survey tool used in customer satisfaction data collection?
 - A. Google sheet
 - B. Survey monkey
 - C. Google slides
 - D. Excel sheets
7. One of the reasons why customers may complain is-----.
 - A. Something for nothing
 - B. To be heard and have their experience validated
 - C. To vent for the sport of it
 - D. To be made majority shareholders in the company
8. The acronym **SWOT** as used in business means.
 - A. Suppliers, Walk-ins, Organisations, Traders
 - B. Strengths, Weaknesses, Opportunities, Threats
 - C. Silos, Warehouses, Online, Trade
 - D. Suppliers, Weaknesses, Overall, Trade
9. Which of the following is a tool for analyzing data collected from customers?
 - A. QuickBooks
 - B. Sage
 - C. SPSS
 - D. AutoCAD
10. Customer Service staff are trained to deliver excellent customer service. What is the purpose of this?
 - A. To ensure seasonal promotions
 - B. To improve relationships with suppliers
 - C. To improve competitor reputation
 - D. To provide satisfaction to those purchasing products

11. _____ lets a company have a clear picture of the number of customers who use of its brand in comparison with competitors.
- A. Market share
 - B. Brand share
 - C. Product share
 - D. Customer share
12. Consumer buying behaviour is influenced by-----.
- A. Cultural and social factors
 - B. Personal factors
 - C. Both A and B
 - D. None of the above
13. Which one of the following is not a component of Customer Relationship Management (CRM) software?
- A. Marketing Automation.
 - B. Stock Control
 - C. Sales Force Automation.
 - D. Customer Service Solutions.
14. _____ is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services.
- A. Sales behaviour
 - B. Consumer behaviour
 - C. Purchase behaviour
 - D. None of the above
15. Which of the following technology has had a major impact on customer experience management?
- A. Social media
 - B. Tablets
 - C. Smart phones
 - D. All of the above

16. Which of the following is not a disadvantage of social media use for a business?
- A. Some investment may be required.
 - B. Bad Publicity.
 - C. Doing market research
 - D. Problems will be more visible.
17. In organisations, quality monitoring for products is done by which department?
- A. Procurement
 - B. Quality assurance
 - C. Production
 - D. Finance
18. Which of the following is **not** an intellectual property right?
- A. Copyright
 - B. Patent
 - C. Trade niche
 - D. Trade mark
19. A business can maintain a new customer through the following strategies **except**?
- A. Enrolling them for a loyalty program
 - B. Giving them patent rights
 - C. Offering them discounted prices
 - D. Giving them customised products
20. A food retailer decides to offer home delivery for shopping bought over the internet. What is the most likely reason for this decision?
- A. to match what competition offers
 - B. to reduce prices to customers
 - C. to enable the retailer to charge for deliveries
 - D. to reduce the number of customers using the store

SECTION B: (40 MARKS)

Answer All Questions. Marks are indicated in brackets.

21. Define customer service training. (2 marks)
22. State **three** benefits of using customer relations management (CRM) in an organization. (3 marks)
23. Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Outline **three** techniques used to measure customer satisfaction. (3 marks)
24. A report is a document that presents information in an organized format for a specific audience and purpose. Give **three** methods used to disseminate customer satisfaction reports. (3marks)
25. Most organizations have a champion team when introducing a new product. Give **three** reasons why this is necessary. (3 marks)
26. Differentiate between On-premise Customer Relations Management and Cloud Customer Relations Management. (2 marks)
- 27.** Identify **three** soft skills that customer-relations managers should possess. (3 marks)
28. List three quality management systems that organizations can adopt to improve on their products. (3 marks)
29. It is advisable to pilot a new product before full launch. State **three** benefits that may be derived from piloting a new product. (3 marks)
30. The Kenya Bureau of Standards is mandated to conduct quality assurance on products either manufactured in Kenya or imported. Outline **four** challenges its likely to encounter as it executes its mandate. (4 marks)

31. Intellectual property to a great extent requires secrecy before the rights are officially granted.

Highlight **three** precautions that an organization may take to prevent the leakage of its secrets to competitors. (3 marks)

32. Give two strategies that a company can use to gain competitive edge over its competitors.

(2 marks)

33. Define the term quality from a customer point of view .

(2 marks)

34. Identify **two** methods of carrying out customer experience survey.

(2 marks)

35. Customer satisfaction is key in every business. State **two** indicators of customer's satisfaction

(2 marks)

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SECTION C: (40 MARKS)

Answer any two questions from this section. Each question carries 20 marks.

36. Apple Inc. is an American multinational technology company that specializes in consumer electronics, software and online services headquartered in Cupertino, California, United States. The apple customer service department team receives complaints from customers.
- a) Evaluate **four** likely causes of the complaints. (8 marks)
 - b) Describe **six** steps Apple Inc. may follow in preparing a good customer feedback. (12 marks)
37. A quality management system is defined as a formalized system that documents processes, procedures, and responsibilities for achieving quality policies and objectives. Implementing a quality management system affects every aspect of an organization's Performance.
- a) Suggest **five** benefits of a documented quality management system. (10 marks)
 - b) State **three** reasons for reviewing quality management systems. (6 marks)
 - c) Highlight **four** benefits of auditing an organization (4 marks)
38. ABC is a Kenyan mobile network operator headquartered in Nairobi, Kenya. It is the largest telecommunications provider in Kenya, and one of the most profitable companies in the East and Central Africa region. The company has always stayed ahead of its competitors for the past two decades.
- a) Suggest **five** reasons that may be attributed to their competitive edge in the market. (10 Marks)
 - b) Virtual platforms are gaining popularity, effectively changing the way the world communicates. How has the telecommunication company benefited from using virtual platforms? (10 marks)