



THE KENYA NATIONAL EXAMINATIONS COUNCIL

Qualification Code : 041306T4BUS
Qualification : Business Management level 6
Unit Code : BUS/OS/BM/CR/03/6
Unit of Competency : Manage Customer Experience

WRITTEN ASSESSMENT

INSTRUCTIONS TO CANDIDATE

- i. Time allocated: **THREE (3) hours**.
- ii. Marks for each question are indicated in the brackets.
- iii. The paper consists of **TWO** sections: **A** and **B**.
- iv. Do not write on the question paper.
- v. A separate answer booklet will be provided.

This paper consists of FOUR (4) printed pages.

The candidate should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

SECTION A: (40 Marks)

Answer all the questions

1. State **four** components of a training programme in customer service. (4marks)
2. List **four** methods that may be used by members of staff in an organization to communicate with customers. (4marks)
3. Outline **four** ways through which an organization can attain a good corporate image. (4 marks)
4. State **four** types of information that should be recorded when a customer complains about a product or service. (4 marks)
5. Highlight **four** benefits of using a customer service software in an organization (4 marks)
6. State **four** reasons that may make an organization strive to meet customer expectations. (4 marks)
7. Outline **four** ways in which a company may be considered customer service oriented. (4 marks)
8. Highlight **four** factors that may lead to customer service failure. (4 marks)
9. List **four** measures an organization should put in place in order to comply with health and safety legislation when delivering services to customers. (4marks)
10. State **four** ways in which social media may be used to collect customer feedback. (4 marks)

SECTION B (60 MARKS)

Answer question 11 and any other two questions

11. Read the Case Study and use it to answer question 11

Quality And Customer Service at Michael's Coffee and Desserts

Providing the highest-quality products and the highest level of customer service are two of the core values of Michael's Coffee House. This chain of gourmet coffee and pastry shops was started in Spring Hill Estate, Nairobi, by a mother-and-son team. The vision of the concept came after the son despaired of finding pies "just like mom makes" when on business trips. Currently, the company has shops in 10 towns and is considering opening shops in a couple of foreign countries. The company plans to continue expanding by adding at least two new shops each quarter for the next three years. Each shop has one manager and 6 to 10 employees. The company recognizes the need to ensure that training on quality and service is delivered consistently across all operations.

The owners see this training as a key ingredient in achieving their vision of being the favorite place for customers to meet for dessert and coffee. In addition to training shop managers and employees, Michael's wants to put together a program to ensure that current shop managers will mentor and develop future shop managers. The current goal of the management team is to develop a training and development program for Michael's Coffee House managers and employees in order to be best in the industry.

Questions

- a) Discuss **five** ways in which the organization will benefit from training its staff. (10 marks)
- b) Explain **five** steps that Michael's Coffee House should follow in setting up the training programme. (10marks)
12. a) Petol Limited has decided to outsource its non-core business activities. Explain **five** ways such a decision may affect customer service. (10 marks)
- b). Describe **five** strategies that may be adopted by an organization in order to compete effectively. (10 marks)
13. a) Mlakesho Limited sells goods through an online platform. Advise the management on **five** strategies to increase online sales. (10 Marks)

b) Explain **five** ways in which an organization can improve customer satisfaction through customer service information. (10 marks)

14. a) Explain **five** techniques that may be used by an organization to gather market intelligence.(10 marks)

b). List **five** steps an organization may follow when preparing a customer's online order. (10 marks)

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