

041306T4BUS

BUSINESS MANAGEMENT LEVEL 6

BUS/OS/BM/CR/03/6/A

MANAGE CUSTOMER EXPERIENCE

Nov/Dec 2023



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION
COUNCIL (TVET CDACC)**

WRITTEN ASSESSMENT

Time: 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This paper has **TWO** sections **A** and **B**.
2. You are provided with a separate answer booklet.
3. Marks for each question are indicated in the brackets ().
4. Do not write on the question paper.

This paper consists of Three (3) printed pages.

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

SECTION A (40 MARKS)

Answer ALL the questions in this section.

- 1) Effective customer outreach can help businesses build stronger relationships with their clients and promote their products or services. Outline **three** methods you may use in conducting customer outreach programmes. (3 Marks)
- 2) State **five** challenges that organizations may face when conducting customer outreach programmes. (5 Marks)
- 3) Mary the marketing manager at PKA limited intends to outsource some of their catering services. Highlight **four** factors she may consider when choosing a service to outsource. (4 Marks)
- 4) Ensuring a positive customer experience is crucial for businesses in building strong customer relationships and fostering loyalty. Outline **five** ways a business may effectively conduct customer experience surveys. (5 Marks)
- 5) Quality assurance (QA) systems are a set of processes and procedures implemented by businesses to ensure that their products or services meet specified quality standards and comply with regulatory requirements. Highlight **four** ways in which businesses assess the effectiveness of their quality assurance systems. (4 Marks)
- 6) Identifying and leveraging a competitive edge is crucial for businesses to differentiate themselves in the market and gain an advantage over their competitors. State **three** ways a business may identify their competitive edge. (3 Marks)
- 7) Customers often have various concerns when interacting with business. Outline **four** customer concerns a sales manager may encounter in his/her operation. (4 Marks)
- 8) When training virtual platform personnel and assigning their duties, it's important to consider several key factors to ensure they are well-prepared for their roles. State the **five** factors you will consider you will concede. (5 Marks)
- 9) State **three** importance of establishing quality standards in a business (3 Marks)
- 10) Business managers can employ various strategies to foster innovation within their organizations. State four strategies that a business's manager can employ to drive product and service innovation in the business. (4 Marks)

SECTION B (60 MARKS)

Answer any THREE questions in this section.

Maximum marks for each question is 20.

11)

- a) Businesses can utilize technology to enhance customer experience in several ways. Explain such **six** ways. (12 Marks)
- b) Outline **four** ways in which businesses ensure consistency in customer experience across different organizations department. (8 Marks)

12)

- a) Explain **six** ways in which businesses create a customer-centric culture to deliver exceptional customer experiences. (12 Marks)
- b) Explain **four** channels through which businesses can collect customers' feedback. (8 Marks)

13)

- a) Explain **five** challenges a business might face in managing customer experience virtual platforms. (10 Marks)
- b) Virtual platforms have transformed the way businesses and individuals communicate, collaborate, and conduct various activities. Explain any **five** components of a virtual platform report. (10 Marks)

14)

- a) The primary goal of CRM is to improve and optimize customer relationships and, in turn, enhance customer satisfaction, loyalty, and retention. Explain **five** components of a customer relationship management in a business. (10 Marks)
- b) Quality Management Systems are structured frameworks and processes that businesses and organizations use to ensure consistent quality in their products or services. Explain **five** qualities of an effective quality management systems that a business manager should consider before installation of the system in the business. (10 Marks)