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SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
INTERNATIONAL TOURISM
2ND YEAR 2ND SEMESTER 2016/2017 ACADEMIC YEAR
MAIN CAMPUS

UNIT NAME: 3211/BBM3211 BTM CUSTOMER RELATIONS

DURATION: 2 HOURS APRIL 2017 EXAMINATIONS

INSTRUCTIONS

1. QUESTION ONE IS COMPULSORY
2. ANSWER THREE QUESTIONS IN THIS PAPER.

QUESTION ONE (Compulsory - 30 marks)

- a) Briefly explain what you understand by the term “Customer relations” **5 Marks**
- b) With five well elaborated points show the importance of the internal customers of a business organization- **10 marks**
- c) Identify and discuss five customer relations activities which competitive firms must observe **15 marks**

QUESTION TWO (20 marks)

- a) Describe core functions of customer relations which are critical for managing successful ventures **10 Marks**
- b) Discuss in detail three functional purposes of establishing a distinct customer relations section within a corporation **10 Marks**

QUESTION THREE (20 marks)

- a) Suggest five ways through which organizations can enhance their public images
10 Marks
- b) Demonstrate how effective customer relations can save organizations in efficiency of managing their human resources
10 Marks

QUESTION FOUR (20 marks)

- a) Suggest 5 customer handling skills which matter and show the strength of each skill mentioned in enhancing customer relations
10 Marks
- b) Compare similarities and differences between customer service and customer relations-
10 Marks

QUESTION FIVE (20 marks)

- a) Discuss the merits and demerits of feedback and open door policies in progressive business ventures
10 Marks
- b) Suggest challenges of relying on management of automated customer relations
10 Marks