



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**UNIVERSITY EXAMINATION FOR BACHELOR OF BACHELOR OF TOURISM**  
**MANAGEMENT 2<sup>ND</sup> YEAR 1<sup>ST</sup> SEMESTER**

**MAIN CAMPUS**

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**COURSE CODE: BIT**

**COURSE TITLE: CUSTOMER RELATIONS**

**EXAM VENUE:**

**STREAM:**

**DATE:**

**EXAM SESSION:**

**TIME: 2 HOURS**

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**INSTRUCTIONS:**

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

### **QUESTION ONE (COMPULSORY): (30 MARKS)**

- a) Customer support is the backbone of any successful enterprise. List THREE customer service challenges an enterprise may encounter. ( 3 marks)
- b) Customer relations play a vital role in any business. State FOUR importance of customer relations to a tourism industry. ( 4 marks)
- c) Suggest FIVE ways of identifying potential customers for your business ( 5 marks)
- d) There are many ways to collect feedback from customers. Mention THREE ways of collecting information. ( 3 marks)
- e) Customer Relationships Management (CRM) is important to a business. Outline FOUR benefits an industry may benefit from a good customer Relationship Management. ( 4 marks)
- f) Customer life cycle is important in any tourism industry. Examine FOUR importance of customer life cycle. ( 4 marks)
- g) A conflict is a disagreement between two parties. Highlight FOUR conflict resolution strategies for customer service. ( 4 marks)
- h) State THREE methods of analyzing feedback from customers (3 marks)

### **QUESTION TWO**

- (a) Customer lifecycle management (CLM) describes the process of tracking the steps a consumer takes on their journey to making a purchase. Discuss FIVE stages of customer life cycle management. ( 10 marks)
- (b) Inquiry handling services play a crucial role in providing an excellent customer experience. Describe FIVE benefits of using inquiry handling services. ( 10 marks)

### **QUESTION THREE**

- (a) Customer Relationship Management system is software that helps track each interaction you have with a prospect or customer. Explain FIVE steps in the customer relationship management process. (10marks)
- (b) Evaluate FIVE reasons why most companies would prefer using Customer Relationships Management system (CRM) in marketing and sales. ( 10 marks)

### **QUESTION THREE**

- (a) Providing excellent customer service that meets the expectations of diverse customers is crucial for building strong customer relationships. Examine FIVE strategies that can be employed in order to meet expectations of diverse customers. (10 marks)
- (b) Analyze FIVE Benefits an organization will gain through meeting expectations of diverse customers. (10 marks)

### **QUESTION FOUR**

- (a) Customer feedback is the voice of your customers. Explain FIVE reasons why customer feedback is important in any business. (10 marks)
- (b) There are many ways to collect customer feedback, depending on your goals, audience, and resources. Examine FIVE ways communicating customer feedback internally (10 marks)

### **QUESTION FIVE**

- (a) Describe FIVE ways of managing customer lifecycle so as to create better customer experiences (10 marks)
- (b) Explain FIVE benefits an industry may gain when effective conflict resolution mechanism is in place (10 marks)

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