



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**UNIVERSITY EXAMINATION FOR THE DIPLOMA IN BAKING TECHNOLOGY**  
**2<sup>ND</sup> YEAR 1<sup>ST</sup> SEMESTER 2024/2025 ACADEMIC YEAR**  
**MAIN CAMPUS**

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**COURSE CODE: BBD 2217**

**COURSE TITLE: CUSTOMER RELATIONS**

**EXAM VENUE:**

**DATE:**

**DURATION: 2 HOURS**

## **SECTION A (40 MARKS)**

**Answer all questions in this section**

1. Define the following words as used in Customer Relation:
  - a) Customer Loyalty (2 Marks)
  - b) Customer Satisfaction (2 Marks)
  - c) Customer Relations Management (2 Marks)
  - d) Customer Service (2 Marks)
  - e) Customer (2 Marks)
2. Outline FIVE types of customer service (5 Marks)
3. Outline FIVE challenges of customer relations (10 Marks)
4. Clearly state Five (5) benefits a business may get by maintaining proper customer relations (5 Marks)
5. Elaborate the benefits of using telephone as a method of conducting customer relations (10 Marks)

## **SECTION B (60 MARKS)**

**Answer three questions in this section**

6. (a) Outline FIVE importance of excellent customer service to a business (10Marks)  
(b). Highlight FIVE objectives of customer relationship Management (10Marks)
7. (a). Customer Life Cycle Management consist of FIVE stages, elaborate the stages. (10 Marks)  
(b) Outline FIVE importance of customer satisfaction (10 Marks)
8. (a). Discuss the importance of Customer Relationship Management (CRM) Strategies to a business. (10 Marks)  
(b). Highlight FIVE Customer Service Best Practices (10 Marks)
9. (a) Highlight FIVE objectives of customer relationship Management (10 Marks)  
(b). clearly elaborate FIVE factors influencing customer satisfaction. (10 Marks)