



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MGT1413 CUSTOMER RELATIONSHIP MANAGEMENT**
Semester & Year : Jan 2022 – Apr 2022
Lecturer/Examiner : Goh Poh Kim
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (30 marks) : THIRTY (30) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.
PART B (70 marks) : FIVE (5) short questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 7 (Including the cover page)

PART A : **MULTIPLE CHOICE QUESTIONS (30 MARKS)**
INSTRUCTION (S) : **THIRTY (30)** multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.

END OF PART A

PART B : **SHORT ANSWER QUESTIONS (70 MARKS)**
INSTRUCTION (S) : Answers all **FIVE (5)** questions. Write your answers in the Answer Booklet (s) provided.

1. Define each of the following items related to managing relationships:
 - a. Relationship
 - b. Trust
 - c. Commitment
 - d. Competence
 - e. Acquisition

(10 marks)

2. Company can use varieties of sales promotion to attract new and repeat customers. Discuss **FIVE (5)** sales promotion with relevant examples to support your answer.

(15 marks)

3. Discuss **THREE (3)** Customer Relationship Management (CRM) strategic goals in relation to revenue growth and cost reduction.

(15 marks)

4. Describe **THREE (3)** strategies on how to understand customer experience. Provide relevant examples to support your answer.

(15 marks)

5. Customers may value their relationships differently. Discuss **THREE (3)** reasons for such valuation.

(15 marks)

END OF EXAM PAPER