



Private & Confidential

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DGN2301 Customer Relationship Management**

Semester & Year : January - April 2016

Lecturer/Examiner : Mr. Philip Kwan

Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (30 marks) : THIRTY (30) multiple choice questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.
PART B (70 marks) : FIVE (5) short answer questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized 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 of Hospitality 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 of Hospitality.

Total Number of pages = 9 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S) : **FIVE (5)** short answer questions. Answer **ALL** questions. Answers are to be written in the Answer Booklet provided.

1. Identify and describe **FOUR (4)** data-building schemes that have been used to generate primary customer data.
(16 marks)
2. Briefly describe **THREE (3)** strategic goals of Customer Relationship Management (CRM) and identify **FOUR (4)** customer retention strategies.
(16 marks)
3. Exceeding expectations need not be costly. Identify **THREE (3)** strategies that sales representatives could do to exceed the expectations of a customer.
(12 marks)
4. Identify and describe how brands can create value to customers.
(12 marks)
5. Explain **THREE (3)** levels of Customer Relationship Management (CRM) and briefly describe ways of implementing 'Key Account Management' practices in CRM.
(14 marks)

END OF EXAM PAPER