



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MGT1413 Customer Relationship Management**
Trimester & Year : January – April 2018
Lecturer/Examiner : 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. Answers are to be written in the Multiple Choice Answer Sheet provided.
PART B (70 marks) : FIVE (5) short answers. 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 = 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. Complaints management process could enable companies to capture customer complaints just before customers start spreading negative word-of-mouth. Explain **FOUR (4)** reasons why many customers do not complain.
(12 marks)
2. Identify **SIX (6)** key performance indicators (KPIs) and list **SIX (6)** types of prospecting strategies for the customer acquisition plans.
(12 marks)
3. Describe the major attributes of effective Customer Relationship Management strategies.
(14 marks)
4. State **FOUR (4)** key benefits of practising 'Key Account Management' and briefly describe **FOUR (4)** reasons of this existing structure.
(16 marks)
5. Identify and briefly explain **FOUR (4)** key strategies for sacking unprofitable customers.
(16 marks)

END OF EXAM PAPER