



## FACULTY OF BUSINESS

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **MGT1413 CUSTOMER RELATIONSHIP MANAGEMENT**  
 Semester & Year : January – April 2020  
 Lecturer/Examiner : Chris Ong  
 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 B**

**: SHORT ANSWER QUESTIONS (70 MARKS)**

**INSTRUCTION (S)**

: Answers all **FIVE (5)** questions.

Write your answers in the Answer Booklet (s) provided.

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1. Define each of the following items related to engagement measures:
  - a. Involvement
  - b. Interaction
  - c. Intimacy
  - d. Influence
  - e. Customer retention

(10 marks)
2. Discuss the **THREE (3)** positive customer retention strategies. Provide relevant examples to support your answer.

(15 marks)
3. Explain **FIVE (5)** sources of business to customers (B2C) prospects to any organization.

(15 marks)
4. In the Business to Customers (B2C) context, customers may value relationships with suppliers. Discuss **FIVE (5)** reasons when do customers want relationships with suppliers?

(15 marks)
5. You are required to explain **FIVE (5)** SERVQUAL model of service quality in your company. Provide relevant examples to support your answer.

(15 marks)

END OF EXAM PAPER