



**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **DGN2301 Customer Relationship Management**  
 Semester & Year : May - August 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.**

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1. Complaints management process could enable companies to capture customer complaints just before spreading negative word-of-mouth. Explain **FOUR (4)** reasons why most customers do not complain to the companies.  
(14 marks)
  
2. List the key performance indicators (KPIs) for customer satisfaction and briefly describe **FOUR (4)** types of prospecting strategies through customer acquisition plans.  
(14 marks)
  
3. Identify and briefly explain **FOUR (4)** key strategies for eliminating unprofitable customers.  
(14 marks)
  
4. State **THREE (3)** key benefits of practising 'Key Account Management' and briefly describe **THREE (3)** reasons of adopting such structure.  
(14 marks)
  
5. Describe the key attributes of effective Customer Relationship Management strategies.  
(14 marks)

**END OF EXAM PAPER**