



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) :

Subject Code & Name : **BBM2307 Customer Relationship Management**
 Semester & Year : May - August 2017
 Lecturer/Examiner : Mr. Philip Kwan
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:
 - PART A (20 marks) : **FOUR (4) Short answer questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**
 - PART B (80 marks) : **FOUR (4) Essay questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- 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.
- 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 = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (20 MARKS)

INSTRUCTION(S) : FOUR (4) short answer questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.

1. Identify **FIVE (5)** challenges faced by Customer Relationship Managers when providing a high-quality service to customers. (5 marks)

2. Name **FIVE (5)** key features of a customer centric culture in an organisation. (5 marks)

3. Define 'network position' and briefly describe why it is important to the organisation. (5 marks)

4. List **FOUR (4)** reasons of implementing network management in a multinational company. (5 marks)

END OF PART A

PART B : ESSAY QUESTIONS (80 MARKS)

INSTRUCTION(S) : FOUR (4) essay questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.

1. Companies are becoming more interested in managing and improving customers' experiences. Define 'process mapping' and discuss how the process blueprints meeting customers' expectation in a company.
(20 marks)

2. Explain how values could assist Customer Relationship Managers delighting customers. Your answers should include the relevant examples.
(20 marks)

3. Briefly describe 'Customer intimacy' and illustrate how customer data and expectation are critically important to Customer Relationship Managers today.
(20 marks)

4. Explain and discuss the stages of customer life cycle, and elaborate the key issues related to customer retention.
(20 marks)

END OF EXAM PAPER