



Private & Confidential

**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **MGT2114 Customer Relationship Management**  
Trimester & Year : May - August 2018  
Lecturer/Examiner : Mr. Philip Kwan  
Duration : 3 Hours

**INSTRUCTIONS TO CANDIDATES**

1. 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.
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 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 = 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.**

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1. List **FOUR (4)** reasons why most companies are sustaining relationships with existing and potential customers. (4 marks)
  
2. Providing a good customer experience support will definitely reap the beneficial rewards to the customer loyalty programme. Identify **FIVE (5)** approaches of implementing customer loyalty programme successfully. (5 marks)
  
3. Briefly describe **FIVE (5)** techniques for exceeding customers' expectations. (5 marks)
  
4. Name **SIX (6)** features of customer centric culture in a service organisation. (6 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.**

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1. Define and discuss **FOUR (4)** criteria of excellent service as promised by manager of Customer Relationship Management (CRM).  
(20 marks)
  
2. Discuss how values could assist Customer Relationship Managers delighting customers invariably. Your answers should include the relevant examples.  
(20 marks)
  
3. Service providers are becoming more interested in managing and improving customers' experiences. Define 'process mapping' and discuss how the process blueprints will meet customers' expectation of a service delivery.  
(20 marks)
  
4. It is understood that not usually the problem itself that causes dissatisfaction as problems, mistakes, and errors are inevitable. Discuss **FIVE (5)** key activities when dealing with complaining customers with relevant examples.  
(20 marks)

**END OF EXAM PAPER**