



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 : May – August 2019
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)

END OF PART A

PART B : SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION (S) : Answers all **FIVE (5)** questions.
Write your answers in the Answer Booklet (s) provided.

1. Define each of the following items related to managing the customer lifecycle:
 - a. Customer development
 - b. Raw customer retention rate
 - c. Sales-adjusted retention rate
 - d. Profit-adjusted retention rate
 - e. Customer retention

(10 marks)

2. CRM software applications are difficult to navigate or configure and leave the customer painfully aware of the limitation of a company's customer management expertise. Explain **FOUR (4)** key features of CRM solutions that deliver favourable customer experience to companies with examples.

(15 marks)

3. Describe **FIVE (5)** common misunderstandings about the nature of CRM that states what it is useful to say and what it is not in your organization and provide examples for each misunderstanding.

(15 marks)

4. Examine **FIVE (5)** motives behind consumers' desires to build good relationships with suppliers and provide examples for each motive.

(15 marks)

5. The major conceptual contribution of Berjaya Business School is their Six-Markets Model that has been revised several times. You, as a Customer Relationship Managers are required to explain **SIX (6)** major stakeholders from the above model in the School and provide relevant examples to support your answer.

(15 marks)

END OF EXAM PAPER