



## 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 : September - December 2016  
 Lecturer/Examiner : Mr. Philip Kwan  
 Duration : 2 Hours

#### INSTRUCTIONS TO CANDIDATES

- 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.**
- 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 = 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. Active listening is a crucial skill in managing better customer relationship. Identify and briefly describe the crucial points to review when listening to our customers need.  
(14 marks)
  
  - 2a. List **FOUR (4)** customer retention strategies.  
(8 marks)
  
  - 2b. Briefly describe how the **THREE (3)** strategic goals in supporting the companies to retain customers.  
(6 marks)
- (Total: 14 marks)
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3. Exceeding expectations does not have to be costly. Identify **THREE (3)** strategies that company staff could do to exceed the expectations of a customer.  
(14 marks)
  
  4. Identify and describe **THREE (3)** strategies how managers can promote brands and create value for customers.  
(14 marks)
  
  5. Explain **THREE (3)** types of Customer Relationship Management (CRM) practices in a retail outlet.  
(14 marks)

**END OF EXAM PAPER**