



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **MGT2114 Customer Relationship Management**
 Semester & Year : September - December 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. Briefly describe **FIVE (5)** techniques for exceeding customers' expectations. (5 marks)

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

3. Delivering a good customer service support will reap the most beneficial rewards in customer loyalty programme. Identify **FIVE (5)** approaches of supporting customer loyalty. (5 marks)

4. Explain **FOUR (4)** reasons a majority of companies want to maintain relationships with customers. (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. Define and discuss **FOUR (4)** criteria of providing excellent service as delivered by the Customer Relationship professional.
(20 marks)

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

3. Business organisations are becoming more interested in managing and improving customers' experiences. Define 'process mapping' and discuss how to use process blueprints meeting customers' expectation of a service delivery.
(20 marks)

4. It is 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