



Private & Confidential

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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

Student ID (in Words) :

Course Code & Name : **MGT2114 Customer Relationship Management**
Trimester & Year : September - December 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.

1. Identify **FOUR (4)** key strategies for closing unprofitable customers. (4 marks)

2. The IDIC model suggests that companies should take four actions building up closer one-to-one relationships with customers. Briefly explain this model. (4 marks)

3. Explain **THREE (3)** circumstances that affect profit margin of a company over time. (6 marks)

4. Describe **THREE (3)** core benefits of implementing 'automation' for marketing service company. (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.

1. Customer Relationship Management (CRM) applications need data that are accurate. Customer databases need to be updated to keep them useful.

Discuss how companies can maintain data integrity to all customers. Provide relevant examples.

(20 marks)

2. Define 'Key Account Management' and evaluate **FOUR (4)** factors of adopting such structure and the actual benefits of implementing it from the competitive business environment.

(20 marks)

3. Suggest **SIX (6)** core customer management strategies to be adopted by the Customer Relationship Manager. Explain your answers with appropriate example.

(20 marks)

4. Define 'loyalty programme'. Identify and explain **FOUR (4)** types of positive customer retention strategies for a local bank. Provide **ONE (1)** example in your answer.

(20 marks)

END OF EXAM PAPER