THE KENYA NATIONAL EXAMINATIONS COUNCIL

Qualification Code	**:**	041305T4BUS
Qualification	**:**	Business Management Level 5
Unit Code	**:**	BUS/OS /BM/CR/02/5/A
Unit of Competency	**:**	Maintain Customer Experience

WRITTEN ASSESSMENT

INSTRUCTIONS TO CANDIDATE

  i. Time allocated: **THREE (3) hours**.

  ii. Marks for each question are indicated in the brackets.

  iii. The paper consists of **THREE** sections: **A, B and C.**

  iv. Do not write on the question paper.

  v. A separate answer booklet will be provided.

This paper consists of 7 printed pages.

The candidate should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

SECTION A: (20 MARKS)

(Choose the correct answer and write it in the answer booklet provided.)
(Each question is 1 Mark)

1. CRM stands for……………………….
   A. Customers Rarely Matter
   B. Can't Remember Much
   C. Customers Ready Market
   D. Customer Relationship Management

2. For a company to be considered service-oriented, it must the exhibit the following characteristic
   A. It must mention customer service in its mission statement.
   B. Few of its employees must work in the customer service department
   C. Its managers must at one time have been CSRs
   D. Customer service must be addressed by all departments

3. If you want your frontline staff to 'go the extra mile' correctly, you should not do one of the following
   A. Give them as much leeway as possible to do what they think is right
   B. Ask them to use the customer experience strategy as a guide
   C. Ask them to talk to other service staff to see what they do
   D. Advise them not to go the extra mile because it tends to be costly

4. When developing a customer's experience strategy, it is best to do one of the following.
   A. Consider the needs of your customers
   B. Look at what kind of Organization you are
   C. Adopt practices from other leading Organizations
   D. Consider both the needs of your customers and what kind of organization you are

5. The following are effective examples of communicating a customer experience strategy, **except**

   A. Scheduling a one-time per year town hall for employees to discuss business results

   B. Develop a small handbook to be given to each employee to carry with them

   C. Create a physical space that engages employees in the desired experience

   D. The creative use of video to share the intended experience with employees

6. Identify the desirable characteristic of a team involved in developing the customer experience strategy.

   A. Cross-functional

   B. Certified in Customer experience

   C. Has at least 5 years of experience in Customer experience

   D. Defers to the CEO for the final decision

7. Which of the following technologies has had a major impact on customer experience management?

   A. Social media

   B. Tablets

   C. Smart phones

   D. All of the above

8. Cross-channel communication allows businesses to…………………..

   A. Track and route customer communications from different sources

   B. Create and maintain customer records that pull data from different sources

   C. Provide consistent customer service

   D. All of the above

9. How does a customer feel when receiving personalized service?

   A. Like he or she has been disrespected

   B. Like the company knows what the customer wants

C. Like the company is engaged

D. None are correct

10. What might give a customer a positive impression of an employee?

A. Uniform and hygiene

B. Body language

C. Language used

D. Confidently telling customers you don't know the answer to their question

11. Why is it important for a company to deliver consistently, high-quality service to customers?

A. It helps to maintain an organization's positive reputation

B. It reduces the need to act on customer feedback

C. It encourages customers to ask questions

D. It allows the level of authority given to staff to be reduced

12. Why are service staff trained on excellent customer service?

A. To ensure seasonal promotions

B. To improve relationships with suppliers

C. To improve competitor reputation

D. To provide satisfaction to those purchasing products

13. An angry customer has telephoned to make a complaint. Which of these will meet the customer's expectations for a positive outcome?

A. Following the organization's procedure

B. Supporting the organization's position

C. Explaining there are new members of staff

D. Describing why the issue happened

14. Why would an organization move its customer records to an electronic customer relationship management system?

A. To analyses new product ranges

B. To allow competitors to copy information

C. To promote suppliers of new products

D. To enable easier authorized access

15. Which is the reason that would make an organization conduct a survey to find out how customers feel about it in comparison to its competitors?

    A. So change to organizational procedures can be avoided

    B. So changes can be made to maintain customer loyalty

    C. So customers can be targeted with promotional offers

    D. So information gathered can be shared with other organizations

16. An organization that sells products online retains a customer's home and work address details. How is this information be useful?

    A. To help with business analysis

    B. To increase the customer's loyalty

    C. To develop new products for customers

    D. To allow delivery preferences to be set

17. An organization wants to find out which products are most popular with customers. How would a customer service information system be used to do this?

    A. Reviewing complaints

    B. Improving marketing

    C. Analyzing sales

    D. Processing payments

18. Which of the following is the most cost-effective method of attracting customers?

    A. Word of mouth.

    B. Advertising hoardings.

    C. Buy one get one free.

    D. Point of sale.

19. When products or services are changed, customers' expectations and understanding of the product or service…………………………………………..

    A. Vary exactly in proportion to levels of brand loyalty

    B. Can be accurately predicted by database modelling

    C. Should be left to change as product familiarity grows

    D. Must be actively managed through an education process

20. A customer places a complicated order over the telephone. What is the least effective way of ensuring the details are correct?

    A. To record the telephone call
    B. To confirm the order in writing
    C. To take down the details in writing
    D. To repeat the order over the telephone

SECTION B: Short Response Questions (40 MARKS)

Attempt ALL the questions in this section. The maximum marks for each question is as indicated.

21. **Beveready Company**

Started in 1995, Beveready Company is a leading manufacturer of car batteries in Kenyan. Since inception, it has been under the charge of Mr. Jones, the founder-owner of the firm. In 2005, the company decided to go for a diversification by expanding the product line. The new product was batteries for fork-lift trucks. At the same time, Mr. Marek was appointed the Senior Manager in charge of marketing. However, soon after its successful diversification into fork-lift batteries, the sales in this segment began to drop steadily. Mr. Marek wanted to introduce some radical changes in the advertising and branding of the new business but the proposal was turned down by the old-fashioned Mr. Jones. At this juncture the firm started losing heavily in the fork-lift batteries business and its market share in car batteries was also on a decline. Mr. Jones has asked Mr. Marek to show a turnaround in the company within a year.

What measures should Mr. Marek take to take the company out of its troubles? (4 Marks)

22. State FOUR strategies that a company can use to gain competitive edge over its competitors

(4 marks)

23. Outline FOUR economic advantages of having a great customer experience? (4Marks)

24. State FOUR ways a company may improve its customer experience? (4Marks)

25. List FOUR methods that may be used by a company to measure its customers' feedback?(4Marks)

26. Outline FOUR ways in which an organization can use emotions to improve customer relationships?

(4 Marks)

27. State FOUR ways an organization can use to mitigate negative online product reviews? (4 Marks)

28. Highlight FOUR measures that a company may take to ensure that existing customer experiences remains positive? (4 Marks)

29. State four ways in which employees can promote great customer experience (4 Marks)

30. State four roles of automation in customer experience (4Marks).

SECTION C: Extended Response Questions (40 Marks)
Attempt 2 questions in this section. The maximum marks for each question is 20 marks.

31a). Explain five reasons for reviewing quality management system in an organization (10 marks)

b). Explain five ways in which a company may utilize customer engagement tools to deliver quality customer experience

(10marks)

32.a). Explain FIVE limitations of customer loyalty programmes (10 marks)

b). Discuss five reasons for preparing customer survey report (10 Marks)

33.a). Explain five roles of digital channels in improving customer experience. (10 Marks)

b). Explain five challenges customers may encounter when buying goods and services online.

(10 marks)