

**SECTION A (32 marks)**

*Answer ALL the questions in this section in the spaces provided after each question.*

1. State **three** characteristics of a satisfied customer. (3 marks)

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2. State **three** ways in which use of language by a receptionist may negatively affect a customer. (3 marks)

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3. List **four** personal qualities that may improve human relations among employees in an organization. (4 marks)

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4. Give **two** categories of customer complaints. (2 marks)

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5. Define the terms below: (2 marks)

(i) Human Relations

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(ii) Public Relations

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6. State **four** causes of conflict among customers of an organization. (4 marks)

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7. State **four** benefits that an organization stands to gain from customer's complaints. (4 marks)

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8. Highlight **three** features that qualify a person to be a customer. (3 marks)

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9. Outline **four** negative effects of high levels of customer awareness. (4 marks)

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10. Highlight **three** causes of poor listening that may hinder effective customer care provision. (3 marks)

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**SECTION B (68 marks)**

Answer any **FOUR** questions from this section in the spaces provided after question 15.

11. (a) Explain **six** duties of customer care staff to the customer. (9 marks)
- (b) Highlight **four** challenges that an organization may face when adopting new technology in customer care. (8 marks)
12. (a) Explain **six** ways in which an organization may improve its public image. (9 marks)
- (b) Highlight **four** ways through which an organization may respond to customer complaints. (8 marks)
13. (a) There are certain situations under which the leadership of an organization may be blamed for provision of poor customer care. Explain **six** such situations. (9 marks)
- (b) Explain **four** roles of public relations in improving customer care. (8 marks)
14. (a) A dynamic organization encourages a balance of cooperation and competition among the employees. Explain **six** ways in which competition among staff members may benefit the organization. (9 marks)
- (b) Highlight **four** measures that an organization may take to ensure effective handling of customer complaints. (8 marks)
15. (a) Outsourcing customer care is becoming a common practice amongst many organizations. Explain **six** disadvantages of this practice. (9 marks)
- (b) Highlight **four** reasons that make it necessary for an organization to strive to minimize conflicts with its customers. (8 marks)