

041305T4BUS

BUSINESS MANAGEMENT LEVEL 5

BUS/OS/BM/CR/02/5/A

MAINTAIN CUSTOMER EXPERIENCE

Nov/Dec 2023



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION
COUNCIL (TVET CDACC)**

WRITTEN ASSESSMENT

Time: 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This paper has **THREE** sections **A, B** and **C**.
2. You are provided with a separate answer booklet.
3. Marks for each question are indicated in the brackets ().
4. Do not write on the question paper.

This paper consists of Seven (7) printed pages

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

SECTION A: 20 MARKS

Answer ALL the questions in this section. Each question carries one (1) mark.

1. The following are tools used in customer survey maintenance, except?
 - A. Knowledge bases.
 - B. Messaging apps.
 - C. ABC dashboards.
 - D. Analytics dashboards.
2. _____ is not a personal skill required by marketing researcher when carrying out a market survey.
 - A. Problem solving skills.
 - B. Desire to learn.
 - C. Adaptability.
 - D. Listening skills.
3. Which of the following is a type of customer satisfaction survey?
 - A. Customer effort score
 - B. Documentation
 - C. Competitive edge
 - D. Experience survey
4. The following methods are used in presenting data, except?
 - A. Customer journey mapping.
 - B. Customer surveys.
 - C. Sentiments analysis.
 - D. Documentation tool.
5. _____ is a method of collecting customer's feedback.
 - A. Online survey
 - B. Video analysis
 - C. Focus groups
 - D. Post purchase