

**041306T4BUS**

**BUSINESS MANAGER LEVEL 6**

**BUS/OS/BM/CR/03/6/A**

**MANAGE CUSTOMER EXPERIENCE**

**July/August 2024**



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

**WRITTEN ASSESSMENT**

**TIME: 3 HOURS**

**INSTRUCTIONS TO CANDIDATE**

1. This paper consists of two sections; **A** and **B**
2. Attempt **ALL** questions as guided in each section
3. Marks for each question are indicated in the bracket ( ).
4. You are provided with a separate answer booklet to answer the questions
5. Do not write in this question paper.

**This paper consists of three (3) 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 (40 MARKS)

Answer **ALL** questions in this section.

1. Surveys are tools that offer profound insights into customers' experiences. List **four** ways to conduct Customer Experience Analysis by use of surveys. (4 Marks)
2. As a marketing officer, you have been tasked with the duty to create awareness for the customers on various programmes that they can participate in. Name **three** types of such Programmes. (3 Marks)
3. ABC Ltd. Company needs to implement quality control measures to help businesses keep a competitive edge. Highlight **four** such measures. (4 Marks)
4. Implementing a quality management system affects every aspect of an organization's performance. Mention **four** benefits of quality management systems. (4 Marks)
5. There are always challenges posed by implementation of product innovation strategies in an organization's system. Give **four** ways of overcoming the challenges. (4 Marks)
6. Customer's feedback is a key item in any business sector. Outline **three** types of feedbacks that must be embraced in an organization. (3 Marks)
7. Virtual meetings have emerged as a cornerstone of modern communication though there are challenges that come with such meetings. Mention **three** such challenges. (3 Marks)
8. An organization is at the verge of conducting trainings for its employees. One of the major areas to cover is Product innovation strategies. Give **four** dimensions of strategies that must be tackled in the training. (4 Marks)
9. Personalization is an important factor driving customer loyalty. It helps boost retailers' ability to increase customer retention by treating the customer as an individual and making them feel valued. List **four** ways used to boost virtual shopping experience. (4 Marks)
10. Analysing customers experience involves the use of SWOT analysis. State any four elements of SWOT analysis. (4 Marks)
11. Managing customers experience requires the use of varied skills by all the stakeholders. Mention **three** such skills. (3 Marks)

**SECTION B (60 MARKS)**

*Answer question (twelve) 12 and any other two questions in this section*

12. The evolution of outsourcing has led to a wide variety of available services today. Though at one time, the idea of outsourcing was unheard of, in today's global economy, it makes more sense than ever before. With quick lines of communications across countries, it's much easier for domestic companies to use outsourcing services based in other parts of the world. Recently FedEx Ltd. Company has decided to identify some services to be outsourced so as to enjoy the benefits of outsourcing. The Company CEO had to arrange for benchmarking by involving the heads of departments to spearhead the process. The team will be expected to give feedback as soon as possible for further course of action.
- a) There are various services that a company may outsource. Suggest five types of outsourcing services that FedEx Ltd. Company may consider. (10 Marks)
  - b) Companies should recognize the benefits of outsourcing services of specific projects or areas of their business. Elaborate on five benefits that FedEx Ltd. Company may enjoy. (10 Marks)
13. a) Quality assurance tests a product or service to ensure it meets the requirements. Propose four methods of Quality assurance that can be used to test a product's quality. (8 Marks)
- b) As a Quality Assurance professional, you have been going through some challenges in trying to polish all the processes. Describe six challenges faced while in the process of producing quality deliverables. (12 Marks)
14. a) Selecting virtual meeting platform requires some features to be ascertained. Analyse five such features. (10 Marks)
- b) A virtual team is a remote, geographically separated group of employees who communicate exclusively or primarily through virtual means. Suggest five ways of managing virtual personnel effectively. (10 Marks)
15. a) Customer Relationship Management System must revolve around some Common components and capabilities for sustainability. Elaborate on five of the components. (10 Marks)
- b) Lake side Companies are in the process of building a Customer Relationship Management strategy. As a trained business manager, explain five steps that can help in building effective strategies. (10 Marks)