

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

6. Identify a way through which employees may enhance customer satisfaction.
 - A. High employee turn over
 - B. Use a positive tone
 - C. Implement customer feedback
 - D. Use of body language.
7. _____ is not an element of quality assurance system.
 - A. Document control.
 - B. Quality audits.
 - C. Quality control procedures.
 - D. Online control.
8. Select an aspect of Customer Relation management software (CRM) from the list below.
 - A. Mobile affordability.
 - B. Employee management.
 - C. Contact management.
 - D. Quality management system.
9. _____ is customer relationship management strategy.
 - A. Over communication.
 - B. Ignoring negative feedback.
 - C. Automated Process.
 - D. One-fit-size-all approach.
10. Identify one of the measures used in determining customer relationship.
 - A. Social media analysis.
 - B. Content analysis.
 - C. Decantation.
 - D. Making market segmentation.
11. Which one among the following is an advantage of carrying out market survey in improving customer satisfaction?
 - A. Helps in risk mitigation.
 - B. Helps the business to reduce employee's turnover.
 - C. Helps the business in acquiring loan.

D. Helps the business in reducing sales turnover.

12. Which of the following is not a type of virtual platforms in an organization?

- A. Twitter.
- B. Facebook.
- C. Instagram.
- D. Website.

13. The following are steps in which customer's satisfaction report is prepared, which one is the odd one out?

- A. Identify the customer group.
- B. Select survey respondents.
- C. Develop survey questions.
- D. Select the best alternative

14. _____ is not a method used in collecting customers' information.

- A. Online survey.
- B. Questionnaire.
- C. Documentation.
- D. Observation.

15. The following are steps which management of virtual platform report is prepared, which one is not?

- A. Define the purpose of the virtual platform report, identify areas of improvement, Establish objectives and goals.
- B. Identify areas of improvement, establish objectives and goals, Define the purpose of the virtual platform report
- C. Define the purpose of the virtual platform report, establish objectives and goals, Identify areas of improvement.
- D. Define the purpose of the virtual platform report, establish objectives and goals, Identify areas of improvement.

16. Which of the following is a loyalty program for customers?

- A. Free gifts.
- B. Loyalty clothing.
- C. Loyalty costing.

D. Loyalty cards.

17. The acronym IPR as used in business means?

- A. Internal property rights.
- B. Intellectual property rights.
- C. Intellectual people right.
- D. Intellectual public relation.

18. _____ enables a business to have a clear picture of the number of customers or usage of their brand in comparison with its competitors.

- A. Market share
- B. Brand share
- C. Product share
- D. Customer share

19. The following ways can be used by an entrepreneur to achieve a competitive advantage in building customer's experience, except?

- A. Consumer experience technology
- B. Using customer data
- C. Experience with customers
- D. Product
- E. Intellectual public relation.

20. _____ a type of corporate social responsibility.

- A. Product launching.
- B. Product share.
- C. Free sample.
- D. Environmental sustainability.

SECTION B: 40 MARKS

Answer all questions in this section.

21. Define the following terms as used in maintaining customer experience.
- a) Competitive edge. (2 Marks)
 - b) Intellectual property right. (2 Marks)
22. Distinguish the difference between product innovation and service innovation. (4 Marks)
23. Product innovation refers to the process of creating and introducing new or significantly improved products or services to the market. Highlight **three** strategies of product innovation. (3 Marks)
24. Product innovation helps companies stay relevant in their market and continue growing and improving over time. Outline **four** guidelines followed during product innovation (4 Marks)
25. Internal check is a system through which the accounting procedures of an organization are so laid out that the accounts procedures are not under the absolute and independent control of any person. State **three** benefits of internal check of a quick assistance system. (3 Marks)
26. Implementing a quality management system offers numerous benefits to business owners. Identify **five** challenges of implementing a quality management system in the business.(5 Marks)
27. Customer expectations describe how customers envision each interaction with the company. Outline **four** customers' expectations from customers' relationship management system. (4 Marks)
28. A satisfied customer will always do a repeat business. State **four** principles of good customer service. (4 Marks)
29. The purchase experience is a crucial aspect of marketing and offers several benefits to a business. Identify **five** such benefits. (5 Marks)
30. Health and safety considerations should be put in place in a retail outlet to enhance customer satisfaction. Outline **four** such health and safety considerations. (4 Marks)

SECTION C: 40 MARKS

Answer any TWO questions from this section

The maximum marks for each question is 20.

31.

- a) You are required by your supervisor to carry out a survey to identify the behavior of your customers. Explain **five** survey tools you will employ. (10 Marks)
- b) Explain **five** customer experience tools. (10 Marks)

32.

- a) Juju runs a small business of selling sukuma wiki. She has noticed that in the recent past customers have declined from buying her vegetables. Explain **five** ways on how she can create a customer experience survey to retain her customers. (10 Marks)
- b) Explain **five** challenges faced during data collection stage when conducting customer survey (10 Marks)

33. a) Explain **five** benefits of conducting SWOT analysis to a business. (10 Marks)

- b) Explain **five** factors to consider when carrying out product and service innovation in order to establish a good business competitive edge. (10 Marks)