



THE CO-OPERATIVE UNIVERSITY OF KENYA

END OF SEMESTER EXAMINATION DECEMBER -2022

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE COMMUNITY
DEVELOPMENT**

Y II, SEM I

UNIT CODE: BMKT 2116

UNIT TITLE: CUSTOMER CARE

DATE: TUESDAY, 13TH DECEMBER, 2022

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

- Answer question ONE (compulsory) and any other TWO questions

QUESTION ONE

- (a) Explain the following terms as used in customer care
- i. Service level agreement (2 marks)
 - ii. Internal customers (2 marks)
 - iii. External customers (2 marks)
 - iv. Employee care (2 marks)
 - v. Customer care (2 marks)
 - vi. Service champions (2 marks)
 - vii. Learning organization (2 marks)
- (a) Explain any five commandments of customer care. (10 marks)
- (b) Discuss using relevant examples the variables which can be measured as part of a customer satisfactory survey. (6 marks)

QUESTION TWO

- (a) Discuss any five customer attributes. (10 marks)
- (b) Discuss any five importance of Personal grooming in an organisation. (10 marks)

QUESTION THREE

- (a) Explain why it is necessary for customer service providers to maintain a positive relationship with both internal and external customers. (5 marks)
- (b) Discuss any five barriers to effective listening and what one can do to overcome listening barriers. (10 marks)
- (c) Discuss any five reasons why customer service providers should consider when establishing a customer retention program? (5 marks)

QUESTION FOUR

- (a) Describe the FIVE stages of group formation (10 marks)
- (b) Discuss any five skills needed in Customer service team (10 marks)

QUESTION FIVE

- (a) Explain the role of communication in customer care (10 marks)
- (b) Discuss any five reasons why it is important to develop long relationships with customers (10 marks)