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**JARAMOGI OGINGA ODINGA UNIVERSITY**

**OF SCIENCE & TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2012/2013**

**2ND YEAR 1ST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF INTERNATIONAL TOURISM**

**(REGULAR)**

**COURSE CODE: BBM 3211**

**COURSE TITLE: CUSTOMER RELATIONS**

**DATE: 22/8/2013 TIME: 9.00-11.00AM**

**DURATION: 2 HOURS**

**INSTRUCTIONS**

1. **This paper consists of 5 Questions.**
2. **Answer Question 1 (Compulsory) and any other 2 questions.**
3. **Write your answers on the answer booklet provided.**

***Answer questions* ONE *and any other* TWO *questions.***

**Question one (Compulsory)**

A customer, sometimes known as a client, buyer, or purchaser is the recipient of a good, service, product, or idea, obtained from a seller, vendor, or supplier for a monetary or other valuable consideration.

1. Discuss the role of customer relation study in the society. (12 marks)

1. Describe five methods of effective follow up that ensure your business is always in the customer's mind. (10 marks)
2. Explain the difference between customer care and customer relations. (8 marks)

**Question two**

1. “The modern concept of service marketing requires the understanding of customers diversity” Explain how you can deal with the issue of customer diversity when maintaining customer relations of the organization. (10 marks)
2. Describe the basic customer needs that a service provider must take seriously in order to create effective customer relationships. (10 marks)

**Question three**

1. Explain the essence of Customer Inquiries in creating customer relations of a company. (10 marks)
2. Describe the strategic role of communication in creating and maintaining customer relationship of an organization. (10 marks)

**Question four**

1. Explain the role of advertising in the promotional process in an organisation what do you understand by the terms ‘international protocol of customer service’.

(8 marks)

1. Explain the role of customer complaints in proving high quality service to its customers performance of an organisation in the international market. (8 marks)

**Question five**

Successful marketers tend to study closely the behavior of consumers, particularly, when they intend to make critical marketing decisions’ describe the environmental forces that might influence the firm’s ability to create effective customer relations. (20 marks)