

**W1-2-60-1-6**

## JOMO KENYATTA UNIVERSITY

**OF**

**AGRICULTURE AND TECHNOLOGY**

# University Examinations 2018/2019

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF PROCUREMENT AND CONTRACT MANAGEMENT**

**HPS 2306 : CUSTOMER RELATIONSHIP MANAGEMENT**

**DATE: APRIL 2019 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER**

**TWO QUESTIONS.**

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**QUESTION ONE (30 MARKS)**

(a) Briefly discuss the following concepts as used in relationship management:

(i) Relationship management. [5 marks]

(ii) Customer relationship management. [5 marks]

(iii) Trust. [5 marks]

(iv) Customer retention. [5 marks]

(b) Discuss any four models of customer relationship. [10 marks]

**QUESTION TWO (20 MARKS)**

(a) Explain the wide spectrum of strategies that are practiced by customer driven organizations to develop and maintain sustainable relationships. [10 marks]

(b) Discuss five proven methods of measuring customer satisfaction. [10 marks]

**QUESTION THREE (20 MARKS)**

(a) Discuss five merits of Customer Relationship Management (CRM) to a modern business organization. [10 marks]

(b) Discuss the various ways showing CRM builds value to customers. [10 marks]

**QUESTION FOUR (20 MARKS)**

(a) Briefly explain the reasons as to why customer retention is a preferred strategy in relationship management. [10 marks]

(b) Discuss four ways in which you can employ to encourage feedback from your internal customers. [10 marks]

**QUESTION FIVE (20 MARKS)**

(a) Define strategic alliance and state four types of strategic alliances. [10 marks]

(b) Give reasons and discuss why an enterprise may join the formation of strategic alliance. [10 marks]