



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya.  
Tel: +254(0) 799 529 958, +254(0) 799 529 959, +254 (0)712 524 293  
Website: [www.must.ac.ke](http://www.must.ac.ke) Email: [info@mucst.ac.ke](mailto:info@mucst.ac.ke)

---

## UNIVERSITY EXAMINATIONS 2023/2024

FIRST YEAR, SECOND TRIMESTER EXAMINATION FOR THE DIPLOMA IN BUSINESS  
MANAGEMENT

### BUS/BM/CC/01/6: MANAGE CUSTOMER EXPERIENCE

DATE: APRIL 2024

TIME: 3 HOURS

**INSTRUCTIONS: Answer Question ONE and any other Three questions.**

---

#### SECTION A (40 MARKS)

1. State four components of a training Programme in Customer Service. (4 Marks)
2. List four methods that may be used by members of staff in an organization to Communicate with customers. (4 Marks)
3. Outline four ways through which an organization can attain a good corporate image. (4 Marks)
4. State four types of information that should be recorded when a customer complains about a products or service. (4 Marks)
5. Highlight four benefits of using a customer service software in an organization. (4 Marks)
6. State four reasons that may make an organization strive to meet customers expectations. (4 Marks)
7. Outline four ways in which a company may be considered customer service oriented. (4 Marks)



MUST is ISO 9001:2015 and



ISO/IEC 27001:2013 CERTIFIED

8. Highlight four factors that may lead to customer service failure. (4 Marks)
9. List four measures an organization should put in place in order to comply with health and safety legislation when delivering services to customers. (4 Marks)
10. State four ways in which social media may be used to collect customer feedback. (4 Marks)

**SECTION B – Long Answer Questions – Answer Any Questions.**

11. i. Discuss five ways in which the organization will benefit from training its staff. (10 Marks)
- ii. Explain five steps that a company should follow in setting up the training programme. (10 Marks)
12. ii. Petol Ltd has decided to outsource its non-core business activities. explain five ways such as a decision may affect customer service. (10 Marks)
- ii. Describe five strategies that may be adopted by an organization in order to compete effectively. (10 Marks)
13. i. Mlakesho Ltd sells goods through an online platform. Advise the management on five strategies to increase online sales. (10 Marks)
- ii. Explain five ways in which an organization can improve customer satisfaction through customer service information. (10 Marks)
14. i. Explain five techniques that may be used by an organization to get market intelligence. (10 Marks)
- ii. List five steps an organization may follow when preparing a customer online order. (10 Marks)