



**PAC INSTITUTE OF TECHNOLOGY AND SOCIAL STUDIES SEPTEMBER –
DECEMBER 2024 ASSESSMENT**

FORMATIVE ASSESSMENT

Qualification Code : **041306T4BUS**

Qualification : **Business Management Level 6**

Code : **BUS/BM/CR/03/06**

Unit of Competency : **Demonstrate Customer Experience**

TIME: 3 HOURS

INSTRUCTIONS TO THE CANDIDATE:

1. Read all the instructions carefully before attempting the questions.
2. You are allowed 2 Hours to Answer the questions.
3. Marks for each question are indicated in brackets.
4. Write your responses in the Separate Answer booklet provided.
5. Do not write anything on this question paper.
6. Attempt all questions in Section A and any Three Questions in Section B.

SECTION A

(Instructions: Attempt all questions in this section)

1. Define the following terms as used in Customer Experience
 - A) Competitive edge (2 Marks)
 - B) Product Innovation. (2 Marks)
2. State **FOUR** challenges that organizations may face when conducting customer outreach programs (4 Marks)
3. Highlight **FOUR** ways of enhancing customer loyalty (4 Marks)
4. Outline **FOUR** communication channels between staff and customers. (4 Marks)
5. Highlight **FOUR** benefits of engaging customers through social media platforms. (4 Marks)
6. List **FOUR** ways in which an organization can achieve a good reputation. (4 Marks)
7. State **FOUR** pieces of information that must be recorded by a customer when they are complaining about a product or service (4 Marks)
8. Outline **FOUR** benefits of acquiring a computerized customer relationship management system. (4 Marks)
9. Highlight **FOUR** factors that may lead to customer service failure. (4 Marks)
10. Outline **FOUR** ways through which an organization can attain a good corporate image (4 Marks)

SECTION B

(Instructions: Attempt any three questions in this section)

11. PAC University College intends to outsource students catering services.
 - A) Explain **FIVE** factors that the management may consider when choosing the right service provider to outsource. (10 Marks)
 - B) Explain **FIVE** factors that may result to the failure of the outsourced student catering services. (10 Marks)
12. Research have shown that an organization that has a competitive edge advantage is guaranteed of its success.
 - A) Explain **FIVE** strategies that a company can use to achieve a competitive edge. (10 Marks)
 - B) Explain **FIVE** ways of improving customer experience. (10 Marks)
13. Hamadan holdings Limited is in the process of training Call Centre Staffs.
 - A) Explain **FIVE** benefits of training customer care employees. (10 Marks)
 - B) Explain **FIVE** roles of the customer care employees (10 Marks)
14. Many organizations are conducting meetings using online platforms.
 - A) Explain **FIVE** benefits that such organizations may experience. (10 Marks)
 - B) Explain **FIVE** challenges that such organizations may experience. (10 Marks)