



**PAC INSTITUTE OF TECHNOLOGY AND SOCIAL STUDIES
JANUARY – APRIL 2025 ASSESSMENT**

FORMATIVE ASSESSMENT

Qualification Code : **041306T4BUS**
Qualification : **Business Management Level 6**
Code : **BUS/OS/BM/CR/03/6/A**
Unit of Competency : **Manage 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 - 40 MARKS

(Instructions: Attempt All Questions In This Section)

1. Effective customer outreach can help businesses build stronger relationships with their clients and promote their products or services. Outline **FOUR** methods you may use in conducting customer outreach programmes. (4 Marks)
2. State **FOUR** challenges that organizations may face when conducting customer outreach programmes. (4 Marks)
3. Mary the marketing manager at PKA limited intends to outsource some of their catering services. Highlight **FOUR** factors she may consider when choosing a service to outsource. (4 Marks)
4. Ensuring a positive customer experience is crucial for businesses in building strong customer relationships and fostering loyalty. Outline **FOUR** ways a business may effectively conduct customer experience surveys. (4 Marks)
5. An organization has acquired a computerized customer relationship management system. Outline **FOUR** benefits of acquiring the system. (4 Marks)
6. Customer satisfaction is of great essence to a business. Highlight **FOUR** ways of enhancing customer loyalty. (4 Marks)
7. Apart from the customer's name and contact details, state **FOUR** other pieces of information that must be recorded when they are complaining about a product or service. (4 Marks)
8. Outline **FOUR** communication channels between staff and customers. (4 Marks)
9. A customer care representative has been receiving complaints from customers. List **FOUR** likely causes of the complaints. (4 Marks)
10. List **FOUR** measures an organization should put in place in order to comply with health and safety legislation when delivering services to customers. (4marks)

SECTION B – 60 Marks

(Instructions: Attempt question 11 and Any other two questions in this Section)

11. A) Quality Management Systems are structured frameworks and processes that businesses and organizations use to ensure consistent quality in their products or services. Explain **FIVE** qualities of an effective quality management systems that a business manager should consider before installation of the system in the business. (10 Marks)
- B) The primary goal of CRM is to improve and optimize customer relationships and, in turn, enhance customer satisfaction, loyalty, and retention. Explain **FIVE** components of a customer relationship management in a business. (10 Marks)
12. A) Virtual platforms have transformed the way businesses and individuals communicate, collaborate, and conduct various activities. Explain any **FIVE** components of a virtual platform report (10 Marks)
- B) Company X is undertaking a customer satisfaction survey. Explain **FIVE** reasons why it is necessary for the Company to carry out the survey (10 Marks)
13. A) You have been tasked to prepare a training program for a manufacturing firm. Describe **FIVE** steps you shall undertake. (10 Marks)
- B) You have been tasked to guide an intern on creating a customer feedback report. Describe **FIVE** sections of the report. (10 Marks)
14. A) Hamadi Holdings is in the process of training call Centre staff. Explain **FIVE** benefits of training customer care employees. (10 Marks)
- B) Mlakesho Limited sells goods through an online platform. Advise the management on **FIVE** strategies to increase online sales. (10 Marks)