

041306T4BUS

BUSINESS MANAGER LEVEL 6

BUS/OS/BM/CR/03/6/A

Manage Customer Experience

Nov/Dec. 2024



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND
CERTIFICATION
COUNCIL (TVET CDACC)**

WRITTEN ASSESSMENT

Time: 3 HOURS

INSTRUCTIONS TO CANDIDATE

1. Marks for each question are indicated in the brackets.
2. The paper consists of **TWO** sections: **A** and **B**.
3. Candidates are provided with a separate answer booklet
4. **DO NOT** write on this question paper.

**This paper consists of FOUR (4) printed pages
Candidates should check the question paper to ascertain that all
pages are printed as indicated and that no questions are missing.**

SECTION A (40 MARKS)

Answer ALL the questions in this section.

1. State FOUR factors to consider when conducting a market survey for an organization.
(4 Marks)
2. Organizations adopt different methods to analyse customer feedback and produce reports. List FOUR such methods. (4 Marks)
3. Innovation is the discovery, development and improvement of new processes, products and organization structures. List FOUR types of innovation that are commonly used.
(4 Marks)
4. Measuring customer satisfaction provides an organization with the information to diagnose potential problems with the product or service delivery. Highlight FOUR benefits of undertaking such measures. (4 Marks)
5. Businesses perform assessments to determine their viability and ability to thrive in a potential market. Identify FOUR sources of information used. (4 Marks)
6. Quality system examination is carried out to prevent system quality failures. Give FOUR strategies used when assessing such a system. (4 Marks)
7. Customer outreach program is carried out to connect and communicate with customers to enhance relationships. State FOUR characteristics of such program.
(4 Marks)
8. Modern organizations use various virtual platforms to manage customer experience. Outline FOUR challenges businesses face in social media management. (4 Marks)
9. Outsourcing is a practice where a business hires another business to handle tasks on its behalf. List FOUR factors a business will consider when outsourcing a service provider.
(4 Marks)
10. In developing a sound Customer Relationship Management System, management must consider customer wants. State FOUR of these customers wants. (4 Marks)

SECTION B (60 MARKS)

Answer question 11 and any other TWO questions in this section

11. XYZ Company Ltd is a global Coffee house Chain that has branches in most parts of the country. The company emphasis on customers' experience. Right from the beginning, the company has established itself as a leader in the coffee industry. The company's success is largely attributed to its ability to create a unique and personalized customer experience, which has fostered strong customer loyalty.
- As XYZ Company grew, maintaining a consistent and high-quality customer experience across thousands of locations became increasingly challenging. The company is facing several challenges. The company manager has decided to set up strategies to be at the top of the game in order to maximize on the profits and maintain its niche.
- (a) Identify THREE customer experience strategies that the manager at XYZ needs to put in place in order to remain at the top. (6 Marks)
- (b) Explain FOUR challenges that the company is experiencing (8 Marks)
- (c) By focusing on understanding and catering to the specific needs and preferences of its customers, XYZ Company Ltd has been able to build strong customer loyalty. Highlight THREE attributes of customer loyalty as a competitive advantage. (6 Marks)
12. You have been appointed as a Social Media Manager at Bora Company Ltd. You are supposed to develop a virtual platform account for the Company.
- (a) Describe FIVE steps to follow in creating a Facebook account for the Business. (10 Marks)
- (a) Explain FIVE benefits the company can achieve by creating virtual platform account. (10 Marks)
13. (a) Quality Management System is used to demonstrate the ability to consistently provide products and services that meet customer and regulatory requirements. Explain FIVE benefits an organization can achieve from having the system in place. (10 Marks)
- (b) Identify FIVE strategies of improving customer experience for the organization to be on a competitive edge. (10 Marks)
14. (a) ABC Company is a new entrant in the Food and Beverage sub industry in Kenya. Explain FIVE benefits of having a good customer experience strategy in place. (10 Marks)
- (b) Quality Management System are structured frameworks and processes used in an

organization for consistent quality in the products and services. Explain FIVE qualities of an effective management system that business managers should consider before installation of the system in the business. (10 Marks)