

**041306T4BUS**

**BUSINESS MANAGEMENT LEVEL 6**

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

**MANAGE CUSTOMER EXPERIENCE**

**Nov/Dec 2023**



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

**WRITTEN ASSESSMENT**

**Time: 3 Hours**

**INSTRUCTIONS TO CANDIDATES**

1. This paper has **TWO** sections **A** and **B**.
2. You are provided with a separate answer booklet.
3. Marks for each question are indicated in the brackets ().
4. Do not write on the question paper.

*This paper consists of Three (3) 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) Effective customer outreach can help businesses build stronger relationships with their clients and promote their products or services. Outline **three** methods you may use in conducting customer outreach programmes. (3 Marks)
- 2) State **five** challenges that organizations may face when conducting customer outreach programmes. (5 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 **five** ways a business may effectively conduct customer experience surveys. (5 Marks)
- 5) Quality assurance (QA) systems are a set of processes and procedures implemented by businesses to ensure that their products or services meet specified quality standards and comply with regulatory requirements. Highlight **four** ways in which businesses assess the effectiveness of their quality assurance systems. (4 Marks)
- 6) Identifying and leveraging a competitive edge is crucial for businesses to differentiate themselves in the market and gain an advantage over their competitors. State **three** ways a business may identify their competitive edge. (3 Marks)
- 7) Customers often have various concerns when interacting with business. Outline **four** customer concerns a sales manager may encounter in his/her operation. (4 Marks)
- 8) When training virtual platform personnel and assigning their duties, it's important to consider several key factors to ensure they are well-prepared for their roles. State the **five** factors you will consider you will concede. (5 Marks)
- 9) State **three** importance of establishing quality standards in a business (3 Marks)
- 10) Business managers can employ various strategies to foster innovation within their organizations. State four strategies that a business's manager can employ to drive product and service innovation in the business. (4 Marks)

**SECTION B (60 MARKS)**

**Answer any THREE questions in this section.**

**Maximum marks for each question is 20.**

11)

- a) Businesses can utilize technology to enhance customer experience in several ways. Explain such **six** ways. (12 Marks)
- b) Outline **four** ways in which businesses ensure consistency in customer experience across different organizations department. (8 Marks)

12)

- a) Explain **six** ways in which businesses create a customer-centric culture to deliver exceptional customer experiences. (12 Marks)
- b) Explain **four** channels through which businesses can collect customers' feedback. (8 Marks)

13)

- a) Explain **five** challenges a business might face in managing customer experience virtual platforms. (10 Marks)
- b) 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)

14)

- a) 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)
- b) 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)