



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
3<sup>RD</sup> YEAR 2<sup>ND</sup> SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES  
B.A. COMMUNICATION**

**COURSE CODE: LAC 3212  
COURSE TITLE: LANGUAGE & CUSTOMER  
RELATIONS**

**DATE: 15<sup>TH</sup> APRIL 2019**

**TIME: 1100 -1300 HRS**

---

**Instructions:**

Attempt question ONE and any other TWO questions.

## **QUESTION ONE**

- a) Using suitable illustrations, discuss two types of CRM. **(4 marks)**
- b) Explain four factors that led to the emergence of Customer Relations Management (CRM) as a management approach. **(8 Marks)**
- c) Using appropriate illustrations explain how to manage the following customer sales and services:
- i. Initial stand-alone transactions
  - ii. Repeat customers
  - iii. Customer advocates **(12 Marks)**
- d) Discuss two roles of language in CRM. **(6 Marks)**

## **QUESTION TWO**

Discuss three levels and shapes of customer service and sales profile and the likely pitfalls of organizations misinterpreting the profiles. **(20 Marks)**

## **QUESTION THREE**

Discuss “CRM as a strategic management tool.” **[20 Marks]**

## **QUESTION THREE**

Discuss the CRM process and implementation with relevant examples. **[ 20 Marks]**

## **QUESTION FOUR**

- a) Using appropriate illustrations from the corporate world, explain how to manage customer relationships through conflict.
- b) Explain CRM life cycle and customer loyalty using appropriate examples. **[20 Marks]**

## **QUESTION FIVE**

Discuss the trends and technological applications in CRM using appropriate examples. **[20 Marks]**

**//END**