



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF ARTS, HUMANITIES SOCIAL SCIENCES
& CREATIVE INDUSTRIES
BACHELOR OF ARTS IN LANGUAGE AND
COMMUNICATION (CORPORATE COMMUNICATION)**

**COURSE CODE: LAC 3210-1
COURSE TITLE: LANGUAGE & CORPORATE
CUSTOMER RELATIONS**

DATE: 21/4/2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

- Question One is Compulsory
- Answer Any Other

This paper consists of 2 printed pages. Please turn over.

QUESTION ONE

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

QUESTION TWO

Discuss the trends and technological applications in CRM using appropriate examples. (15 Marks)

QUESTION THREE

Discuss “CRM as a strategic management tool.”

(15 Marks)

QUESTION FOUR

Explain the CRM process and implementation with relevant examples.

(15 Marks)

QUESTION FIVE

Explain CRM life cycle and customer loyalty using appropriate examples.

(15 Marks)

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