



Riara School of Business
Nurturing business innovators
MAY-AUGUST 2023 TRIMESTER
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION
DAY PROGRAMME
RMK 307: CUSTOMER CARE AND RELATIONSHIP MARKETING

DATE: 8TH AUGUST 2023
HOURS

TIME: 2

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.

This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS

1. Write your REGISTRATION NO. Clearly on the answer booklet(s).
2. Answer Question One and ANY other TWO questions.
3. Questions in all sections should be answered in answer booklet(s)
4. PLEASE start the answer to EACH question on a NEW PAGE.
5. For the questions, write the number of the question on the answer booklet(s) in the order you answered.
6. Write on both sides of each leaf and indicate number of each question at the top of each page.
7. Write the answers in a paragraph form unless stated otherwise.
8. Marks allocated to each question are shown at the end of the question.
9. All rough work must be done on the answer booklet and crossed through!
10. Use supplementary pages only when you have exhausted those in this book
11. Fasten the supplementary pages to the inside back cover of this booklet.

QUESTION ONE: COMPULSORY (30 MARKS)

Study the case below, then respond to the questions that follow:-

A Chinese woman who delayed a high-speed train because she wanted her husband to join on the coach has been fined 2,000 yuan (around USD 300).

According to the Railway Police in Anhui province, the woman, Luo, stopped the train from leaving by blocking its door with her body on Friday, Xinhua news agency reported.

Luo claimed she had to wait for her husband and refused to step aside as conductors tried to make her move.

The incident took place in Hefei, capital of Anhui province, when the G1747 train was set to leave for Guangzhou.

Though Luo's husband successfully boarded the train, her behaviour delayed the train departure and sparked an outcry in China after a video clip went viral online.

Luo, a teacher at a primary school, was also suspended from her job on Tuesday.

Some web users criticized the woman's disrespect for rules while others questioned the station staff's decision to let the family on board.

- a) In reference to the above case study, Describe **FIVE** things that the railway station would have done to keep their customers happy, satisfied and therefore repeat customers?
(10marks)
- b) Some web users criticized the woman's disrespect for rules while others questioned the station staff's decision to let the family on board". In the light of this statement, Discuss **FIVE** impacts technology had to the railway station as a business?
(10marks)
- c) Using the customer interaction cycle as a reference, describe **FIVE** ways the railway management can retain the old customers before trying to lure more clients.
(10marks)

QUESTION TWO

- a) 'It costs six times more to get a new customer than retaining a new customer'. Using An **example organization**, illustrate **FIVE** reasons as to why you defected from a particular organization/Business?
(10 marks)
- b) Evaluate **FIVE** reasons why most businesses embracing the concept of customer care in Kenya today?
(10marks)

QUESTION THREE

- a) To deliver excellent customer service, managers must get of their traditional view of the Business and come up with innovative ways to handle customers that resonate with customers. In reference to this statement, discuss **FIVE** reasons businesses are automating their Services lately as they try to connect with them in this digital age?
(10marks)
- b) Using examples, illustrate **FIVE** ways in which businesses make customers feel special?
(10marks)

QUESTION FOUR

- a) Relationship marketing draws attention to the importance of retaining as well as attracting customers, with emphasis being placed with development of long term relationships with customers. The primary goal is to build and maintain a base of committed customers who are profitable to the organization. Critically evaluate this statement using **FIVE** examples to support your answer
(10 marks)
- b) Using an organization of your choice, Illustrate how customer databases contribute in creating and maintaining relationships with customers.
(10marks)