



16

UGANDA BUSINESS AND TECHNICAL EXAMINATIONS BOARD

Business and Humanities Certificate Examinations

MAY-JUNE SERIES

PROGRAMME

CERTIFICATE IN BUSINESS AND MANAGEMENT STUDIES

PAPER NAME

ELEMENTS OF CUSTOMER CARE MANAGEMENT

PAPER CODE

CBMS223/CLIS223

YEAR II, SEMESTER II

2½ HOURS

TUESDAY, 1ST DECEMBER, 2020

INSTRUCTIONS TO CANDIDATES

1. This paper consists of **two** sections **A** and **B**.
2. Section **A** is compulsory and carries **20** marks.
3. Section **B** consists of **six** questions. Answer only **four** questions from this section.
4. All questions carry equal marks.
5. All answers to each question should begin on the fresh page.
6. **Do not** write on the question paper.
7. All answers and rough work should be done in the official answer booklet provided.
8. Read other instructions on the answer booklet.

SECTION A - (20 MARKS)

Answer all questions in this section

Question One

- (a) Define customer **care**. (02 marks)
- (b) List **two** roles of a Front Desk Officer. (02 marks)
- (c) State **two** best practices when putting a caller on hold. (02 marks)
- (d) Identify **two** items that are put at a reception to improve customer handling. (02 marks)
- (e) Outline **two** indicators of a satisfied customer for your services. (02 marks)
- (f) State **two** ways of identifying loyal customers to your business. (02 marks)
- (g) Define a **complaint** as applied in customer care. (04 marks)
- (h) State **two** advantages of having positive relations with customers. (02 marks)
- (i) List **two** factors in the organization that will be used in delivering best services. (02 marks)

SECTION B - (80 MARKS)

Answer only four questions from this section

Question Two

- (a) Explain **five** indicators of poor customer services provided by an organization. (10 marks)
- (b) Discuss **five** factors that could lead to poor customer services in organizations. (10 marks)

Question Three

Leikom Telecom receives a number of telephone inquiries from its clients and has therefore, had to employ a number of personnel to handle the much work load.

- (a) With examples, explain **five** telephone etiquette that the above company expects of its employees. (10 marks)
- (b) Explain **five** ways through which employees of the company can effectively communicate over the phone. (10 marks)

Question Four

- (a) Explain **five** types of customers that companies expect in their businesses. (10 marks)
- (b) Discuss **five** strategies that companies can use to improve the services. (10 marks)

Question Five

- (a) Explain **five** ways in which companies can acquire customers. (10 marks)
- (b) Identify **five** techniques that companies can use to retain their customers. (10 marks)

Question Six

The Sales Manager of an electronics shop was advised by a visiting researcher to find better ways of offering services to their customers. He was resistant but wanted you to advise him;

- (a) Identify **five** ways of implementing the above advice. (10 marks)
- (b) Discuss **five** benefits that the shop will derive from implementing the advice. (10 marks)

Question Seven

Organizations are yearning to improve customer relationship management to increase on their performance. As a student of customer care;

- (a) Explain **five** areas that can impact on the implementation of the above. (10 marks)
- (b) Discuss **five** different ways which customer care can benefit the organization. (10 marks)

END