



The Co-operative University of Kenya
END OF SEMESTRE EXAMINATION DECEMBER-2019
EXAMINATION FOR THE DIPLOMA IN MICROFINANCE
(YR I SEM II)

UNIT CODE: DMMF 1102

UNIT TITLE: CUSTOMER CARE

DATE: 3RD DECEMBER, 2019

TIME: 2:00 PM – 4:00 PM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Explain any FIVE fundamental elements of effective customer service (10 marks)
- (b) Discuss any FOUR attitudes that can assist in providing good customer service (8 marks)
- (c) Discuss any THREE barriers to effective communication in customer care (6 marks)
- (d) Explain any THREE core questions that can be used to measure customer satisfaction (6 marks)

QUESTION TWO

You have been invited by the national coordinator of a national customer service conference to give a talk on 'Good greeting behaviour'. Explain the major areas you would include in your talk (20 marks)

QUESTION THREE

- (a) Define the concept 'customer feedback' (2 marks)
- (b) Explain any THREE ways that one can turn customer feedback into useful information (6 marks)
- (c) Discuss how reflective skills keep the door open for further communication with customers (12 marks)

QUESTION FOUR

Critically discuss reasons why telephone skills are important in building a positive organizational image (20 marks)

QUESTION FIVE

- (a) Explain any FIVE ways that can contribute towards a positive first impression (10 marks)
- (b) Identify and explain any FIVE classes of customers with special needs (10 marks)