



The Co-operative University of Kenya

SPECIALS AND SUPPLEMENTARY EXAMINATION AUGUST-2019 EXAMINATION FOR THE DIPLOMA IN MICROFINANCE / BANKING & FINANCE

UNIT CODE: DMMF 1102

UNIT TITLE: CUSTOMER CARE

DATE: 30TH AUGUST, 2019

TIME: 2:30 PM – 4:30 PM

INSTRUCTIONS:

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

QUESTION ONE

- (a) Discuss the role of customer service in determining customer satisfaction. (10 Marks)
- (b) Define quality service and discuss the factors affecting the quality of service (10 Marks)
- (c) Outline and illustrate the fundamentals of customer care. (10 Marks)

QUESTION TWO

- (a) Define the following terms;
- (i) Empathy (2 Marks)
 - (ii) Customer Complaints (2 Marks)
 - (iii) Internal customers (2 Marks)
 - (iv) Attitude (2 Marks)
 - (v) Customer Focus (2 Marks)
- (b) Discuss steps undertaken during training for customer care service. (10 Marks)

QUESTION THREE

- (a) Discuss any **FOUR** attitudes that assist in providing good customers service. (8 Marks)
- (b) Illustrate using relevant examples how to achieve effective internal customer service. (12 Marks)

QUESTION FOUR

- (a) Discuss how a given firm should handle customer complaints. (10 Marks)
- (b) Explain any **FIVE** ethical issues in customer care. (10 Marks)

QUESTION FIVE.

Discuss the relevant communication skills that are important in customer care. (20 Marks)