



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE
DIPLOMA IN PUBLIC RELATIONS

CUSTOMER CARE MANAGEMENT

DPR 106

PART 1 SEMESTER 2 EXAMINATION

TOTAL MARKS [100]

DATE: FEBRUARY 2023

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Discuss any 5 rules for effective service communication in an organization of your choice. (25)
2. Citing examples, evaluate the importance of customer expectations to any organization of your choice. (25)
3. Examine any 5 key elements of a customer service strategy in an organisation of your choice. (25)
4. Citing a specific organisation of your choice, discuss any 5 external factors that influence its provision of customer care. (25)
5. Assess the role played by customer care management in an organization. (25)
6. Citing examples, explain the importance of quality and customer care to an organization. (25)

End of Paper