



08:30 – 11:30 AM

Names:

Index number

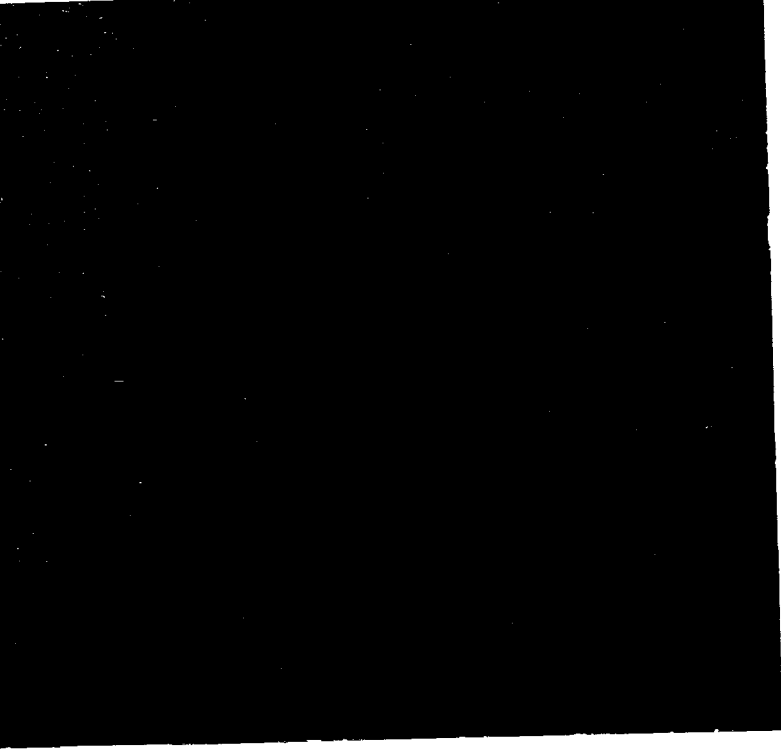
QUESTIONS and ANSWERS BOOKLET

ACADEMIC YEAR: **2020-2021**

Read carefully the instructions on page (i) & (ii).

FOR EXAMINER'S USE ONLY

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TVET NATIONAL EXAMINATION, RTQF LEVEL 5, 2020-2021

INSTRUCTIONS TO CANDIDATES: PART I (Answer Booklet)

1. A candidate should fill in the actual names and the index number on the cover of this questions and answer booklet on the provided place (Black Box).
2. It is illegal for a candidate to write any of his/her names, index number or a school name inside the answer booklet.
3. A candidate should check if all pages of the answer booklet are complete. No candidate should remove or tear any pages or part of it from the answer booklet.
4. A candidate should answer in the language in which the examination is set. (See page **(ii)**)
5. A candidate should sign on the sitting plan when submitting the answer booklet. He/she has also to check if the answer booklet is well sealed.
6. No extra paper is allowed in the examinations room. If a candidate is caught with it his/her results will be nullified.
7. No candidate is allowed to write answers not related to the subject being sat for, otherwise it will be considered as a cheating case.
8. Write your answers on the 12 lined pages (From page 1 of 12 to page 12 of 12).
9. Use the last non-lined pages as draft.
10. Results for any candidate who is caught in examination malpractices are nullified. The cheating can be recognized during examinations administration, marking exercise or even thereafter.

TVET NATIONAL EXAMINATION, RTQF LEVEL 5, 2020-2021

OPTION/TRADE: BUSINESS SERVICES

SUBJECT: Customer Services Coordination and Delivery

DURATION: 3 hours

INSTRUCTIONS TO CANDIDATES: PART II (Question paper)

The paper is composed of two (2) Sections as follows:

Section I: Attempt all the Twelve (12) questions. (60 marks)

Section II: Attempt any Four (4) questions out of Six (6). (40 marks)

Allowed materials:

- Ruler or square
- Calculator

Note:

Every candidate is required to carefully comply with the provided assessment instructions.

Section I : Attempt all the Twelve (12) questions **(60 marks)**

- (01)** Customer needs anticipation is the key factor that can help business to meet customers' need. Describe the criteria used in anticipating customer needs. **(5marks)**
- (02)** Explain at least five (5) types of difficult customers. **(5marks)**
- (03)** What are objectives of company to customers? **(5marks)**
- (04)** Differentiate internal customer from external customer. **(5marks)**
- (05)** What are major objectives of customer services? **(5marks)**
- (06)** Define feedback and give three (3) qualities of a good feedback. **(5marks)**
- (07)** Give ten (10) reasons which cause customers inquiries. **(5marks)**

(08) Explain the following terms: **(5marks)**

a) Reputation

b) Market segmentation

(09) With the use of examples give and explain categorization of products according to the consumer. **(5marks)**

(10) Describe indicators used to measure business reputation. **(5marks)**

(11) State methods and techniques used to measure availability of good and service. **(5marks)**

(12) Goods and services are categorized according to different factors. Describe the categories of goods and services according to the customer needs. **(5marks)**

Section II: Attempt any Four (4) questions out of Six (6) (40 marks)

(13) Discuss at least five (5) types of customer needs. **(10marks)**

(14) Explain at least five (5) types of customers. **(10marks)**

(15) AKU CO Ltd is a transport company which deals in transportation of good and service. The company notices that the customer service provider has the following problem which make customer claim on service delivered to them. **(10marks)**

a) Missing process and policy

b) No follow up through

c) Poor communication

Now advise customer service provider on how to resolve these problems and make customer satisfied

(16) Explain in details the following terms: **(10marks)**

- a) Internal customers
- b) Discount customers
- c) Partnership
- d) Customer survey
- e) Customer needs

(17) a) Find out any five (5) ways of well treating customers.

(5marks)

b) What are the four (4) main steps to follow while welcoming customers?

(5marks)

(18) Write short note on the following expressions:

- a) A customer is always right
- b) A customer service strategy
- c) Customer satisfaction.

(10marks)

