



## **UNIVERSITY EXAMINATIONS**

**FIRST YEAR EXAMINATION FOR THE AWARD OF  
CERTIFICATE IN SUPPLY MANAGEMENT /BUSINESS ADMINISTRATION  
FIRST SEMESTER 2023/2024  
[AUGUST-DECEMBER, 2023]**

**CSM 011: CUSTOMER CARE**

**STREAM: Y1 S1**

**TIME: 2 HOURS**

**DAY: MONDAY, 9.00 – 11.00 A.M.**

**DATE: 27/11/2023**

**INSTRUCTIONS**

- 1. Do not write anything on this question paper.***
- 2. Answer Questions ONE and any other THREE Questions.***

**QUESTION ONE**

- a) List and explain the common challenges faced while handling customers in a business (15 marks)
- b) Describe the types of communication you know in your local community (10 marks)
- c)

**QUESTION 2**

- a) List and explain the types of customers you know (10 marks)
- b) Define the term customer care (5marks)

**QUESTION 3**

List and explain the barriers to effective Listening (15 marks)

**QUESTION 4**

a) Enumerate the barriers to effective communication in business(15marks)

**QUESTION 5**

Enumerate and explain the principles of effective communication (15marks)