





# 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.

**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)**

ANSWER 1.

Criteria used in anticipating customer needs. **15 Marks**

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- Location
- Religion
- Beliefs
- Season
- Life style
- Quality
- Customer preference
- Customer's income
- Government policy
- Customer's age
- Nature of products
- Customer's sex
- Substitute goods

**1 Mark for each correct criteria x 5 = 5 Marks**

**15**

ANSWER 2. The 5 types of difficult customers

1. Complainer customer: he/she complains every time about products, services and price.
2. Confused customer / Indecisive customer: This customer is confused and he/she is unable to take decision
3. Demanding / bull / aggressive customer: he/she has an aggressive attitude or attacks
4. Impatient customer: This customer cannot wait and he/she is not patient
5. Know-it-all customer: This customer seems to know everything

**1 Mark for each type x 5 = 5 Marks**

**15**

ANSWER 3. Objectives of the Company to Customers **15 Marks**

- Attracting customers
- Satisfying the needs of customers
- Maintaining the customer / customer retention
- Producing / selling better quality products
- Maintaining good relationship with customers
- Cross selling products

**2.5 Marks for each objective x 2 = 5 Marks**

**15**



ANSWER 4. Difference between "internal and external customers" /5

An internal customer is a customer having a direct contact relationship with company / organization whereas an external customer is a customer having no direct contact with company / organization.

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2.5 marks for each definition  $\times 2 = 5$  marks

/5

ANSWER 25. Major objectives of customer services /5 marks

1. Identify queries of customers
2. Interact with customers
3. Answer the queries of customers
4. Resolve services issues
5. Enhance customer experience & foster relationships
6. Improve credibility & create customer loyalty

1 mark for each objective  $\times 5 = 5$  marks

/5

ANSWER 6. Definition of feedback & its importance /5

\* Definition: Feedback is an information about how one is doing in effort to reach a goal

\* Feedback is a comment / reaction of a customer after consuming a product / service. /2 marks

\* Importances:

- It is timely & done in the right space
- It is in service of.
- You're responsible for your impact
- You have a permission
- You have given them something to step into

1 mark for each importance  $\times 3 = 3$  marks

/5

ANSWER 7. Ten (10) reasons which cause customer inquiries.

1. Not keeping promises
2. Poor customer services
3. Transferring from one agent to another
4. Rude staff
5. No omni-channel customer services
6. Not listening to customers
7. Hidden information & cost
8. Low quality of products & services
9. Keeping an issue unresolved
10. Inaccessibility

0.5 mark for each correct reason  $\times 20 = 10$  marks

/5

ANSWER 8. Explain the following terms / 5 Marks

a) Reputation: a company's reputation is an intangible asset and source of competitive advantage against rivals. It is the company's image in its environment / 2.5 Marks

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b) Market segmentation: is the practice of dividing your target market into approachable groups / 2.5 Marks

ANSWER 9. Give & explain categorization of products according to the customer

1. Convenience product: is an in-expensive product requiring a minimum amount of effort on the part of the customer in order to select & purchase it. / 15 Marks

2. Shopping products: Consumers want to be able to compare products. Categorized as shopping products are more expensive and are purchased occasionally.

3. Speciality products: products are so unique that it is worth it to go to great length to find & purchase them.

4. Un-sought products: are those the consumers never plan or hope to buy.

2.5 marks for each category & 2 = 5 Marks

ANSWER 10. Describe indicators used to measure business reputation / 5 Marks

1. Corporate value

5. Quality of products / services

2. Performance

6. Innovation

3. Risk of time

7. People management

4. Global Competitiveness

8. Use of corporation assets

1 Mark for each indicator & 5 = 5 Marks

11. Methods & techniques used to measure availability of goods & services / 5 Marks

1. Mystery shopping

5. Customer effort score

2. Post service rating

6. Social media monitoring

3. Follow-up survey

7. Documentation analysis

4. In-App survey

2.5 Marks for each technique & 2 = 5 Marks

12. Describe the categories of goods & services according to the customer needs. 15

1. Private & public goods
2. Durable & perishable goods
3. Merit & demerit goods
4. Complementary & substitute goods

1 mark for each category  $\times 5 = 5$  mark

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15

### SECTION II

13. Five types of customer needs

1. Functionality
2. Price
3. Experience
4. Convenience
5. Performance
6. Compatibility

2 marks for each type  $\times 5 = 10$  marks

10

14. Five types of customers

1. New Customers: Come on their 1<sup>st</sup> time in your business
2. Impulsive Customers: are quick to buy
3. Discounted Customers: Come to buy after making a discount
4. Loyal Customers: buy everytime in your business
5. Difficult Customers: Complain, indecisive, aggressive
6. Potential Customers
7. Existing Customers
8. Wondering Customers

2 marks for each type  $\times 5 = 10$  marks

10

15. How to resolve the following problems and make customer satisfied.

a) Mithing process and policy.

- To set steps to be followed in the transport
- To set a clear plan of transport
- To set specific lead time of transportation
- To employ competent & skilled labour

4 marks

b) No follow-up through

- To enhance supervision team
- To set up a mechanism for a regular and permanent follow-up
- To set ways of getting customer feedback

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1/3 mark

c) Post Communication

- Implement efficient communication channel
- Select suitable communication tools
- Deliver a clear message
- Understanding your audience
- Set solutions for language barriers

1/3 mark

1/10

16. Explain in details the following terms:

1. Internal Customers: are stakeholders who work within the company.
2. Discount Customers: customers coming after making a discount
3. Partnerships: a business owned by 2 or more parties to manage and operate / share its profit
4. Customer Survey: is a questionnaire designed to help business understand what customers think about
5. Customer need: is a motive prompting a customer to buy a product / service.

2 marks for each term  $\times 5 = 10$  marks

1/10

17. a) Five ways of treating customers

1. Listen to them
2. Apologize
3. Take customer seriously
4. Stay calm
5. Care
6. Get regular feedback
7. Bonus
8. Free sample

2 mark for each way  $\times 5 = 5$  marks

b) Main steps to follow while welcoming customer

1. Smile in person
2. Smile in phone
3. Greet customer
4. Take a genuine interest in your client
5. Create an electronic welcome
6. Keep communicating
7. Say "Thank you".

1 mark for each step  $\times 5 = 5$  marks

1/10

18. Write short notes on the following expressions / 10 marks

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write in  
this margin

a) Customer is always right: listen to customer and going  
extra mile to understand his/her needs / 4 marks

b) A Customer Service Strategy: is a plan to handle customer  
interactions / collaborations / 3 marks

c) Customer Satisfaction: is a reflection of how a customer  
feels about your company. / 3 marks

/ 10