

**INSTITUTE OF BANKERS IN MALAWI**

**CERTIFICATE IN BANKING EXAMINATION**

**SUBJECT: CUSTOMER SERVICE (IOBM – C102)**

**Date: Monday, 9th May 2016**

**Time Allocated: 3 hours (13:30 – 16:30 Hours)**

**INSTRUCTIONS TO CANDIDATES**

1 This paper consists of **TWO** Sections, A and B.

2 Section A consists of 20 multiple questions, each question carries 2 marks.

Answer **ALL** questions.

3 Section B consists of 5 questions, each question carries 20 marks. Answer **ANY THREE** questions.

4 You will be allowed **10 minutes** to go through the paper before the start of the examination when you may write on this paper but not in the answer book.

5 Begin each answer on a new page.

6 **Please write your examination number on each answer book used. All answer books without examination number will not be marked.**

7 All persons writing examinations without payment will risk expulsion from the Institute.

8 If you are caught cheating, you will be automatically disqualified in all subjects seated this semester

9 DO NOT open this question paper until instructed to do so.

**SECTION A (40 MARKS)**

Answer **ALL** questions from this section.

1. Lewis (1990) found that customer care was also being developed to address the following problem:
2. Impression
3. Staff morale
4. Advertising
5. Quality
6. Successful companies add benefits to their offerings not only to satisfy customers, but also:
7. Surprise
8. Increases shareholding
9. Promote competition
10. Reduce costs
11. Banks became more customer focused because of;
12. Financial markets deregulation
13. Competition
14. Technological changes
15. (i) only
16. (ii) and (iii) only
17. (iii) only
18. All of the above
19. The traditional banks, as Richard Pascale would doubtless point out are saddled by;
20. Over staffing
21. Enormous costs of branch network
22. Beaming television series
23. Long queues
24. According to Christopher, Payne & Ballantyne, 1992, successful relationship marketing requires the integration of customer service, marketing and ………….…?
25. Quality
26. Differentiation
27. Loyalty
28. Customer care
29. According to Glenn M. Parker, in his book *Team players and team work,* the following is one of the team players;
30. Leader
31. Resources allocator
32. Gate keeper
33. challenger
34. In Michael Porter’s value chain model, one of the primary activities is;
35. Procurement
36. Human Resource Management
37. Firm Infrastructure
38. Out bound logistics
39. When a banker is approached by a difficult customer, one of the things he should do is;
40. Refer the customer to the supervisor
41. Let the customer lodge the complaint by feeling a form
42. Ignore the customer
43. Let the customer vent
44. Which one is a key help desk skill?
45. Networking skills
46. Business skills
47. Management shills
48. Negotiating skills
49. A proactive organization can identify training needs through;
50. Listen to customers
51. By age of employee in the organization
52. Ask the employees on trainings they want to attend
53. By job rotations
54. A good customer care represents?
55. A differentiating competitive advantage
56. Visionary organization
57. Vibrant organization
58. Eccentric organization
59. Signing-in and signing-out are important procedures in terms of what?
60. Security
61. Calculating hours worked
62. Calculating number of people coming in
63. Planning accessories
64. In a survey of managers’ attitudes to customer care (1994) by the Institute of Management, which benefit as a result of improved customer care was cited to score the most marks?
65. Enhanced organization reputation
66. Customer retention
67. Attracting new customers
68. Competitive advantage in the market place
69. The first step in a customer care programme is;
70. Set up systems of service delivery
71. Develop training programmes
72. Identify key dimensions of service quality
73. Engage a change agent
74. Two of the three drivers of customer equity identified by Rust, Zeithaml and Lemon are value equity and brand equity. What is the third equity?
75. Market equity
76. Relationship equity
77. Share equity
78. Orientation equity
79. Even though Malawian banks have embarked on internet based products and services, what is one of the major problems of internet banking in Malawi?
80. High bills
81. Internet addictions
82. Legislation
83. Internet customer profile
84. At what level can you put a consultant who, after offering a loan to a client, phones the client to see how the customer’s business is doing?
85. Basic Marketing
86. Proactive marketing
87. Accountable marketing
88. Partnership marketing
89. In Ted Johns Model for customer service excellence, what pillar is under strategy?
90. Classification
91. Capability
92. Communication
93. Creativeness
94. In understanding customer behavior, identifying with and understanding another person’s situation, feelings and motives is called;
95. Commitment
96. Leniency
97. Motivation
98. Empathy
99. One of the key aspects of being in control when responding to a difficult situation is.
100. Advise complainant to write a letter for record keeping
101. Learning to respond, not react
102. Advise client to meet your superiors
103. Frighten the customer

**SECTION B (60 MARKS)**

Answer **ANY THREE** questions from this section

**QUESTION 2**

Write a memo for a proposal to the Head of Information Technical requesting for your bank to have a help desk. In the memo clearly address the following:

1. Describe a help desk. *(2 marks)*
2. Explain any **four** roles of help desk. *(8 marks)*
3. Explain **four** components of a successful help desk. *(8 marks)*

**Note: two marks for correct format**   *(2 marks)*

**(Total 20 marks)**

**QUESTION 3**

There has been a hot debate in the social media that the banks are exploiting their customers by unpaying cheques inappropriately and also disclosing customer’s information. As the Public Relations Officer, prepare an article for the banking supplement of the daily times, addressing the concerns as follows:

1. Defining who a bank customer is. *(2 marks)*
2. Highlighting **three** justifications for refusing to pay a customer’s cheque.

*(6 marks)*

1. Explaining **three** circumstances under which a bank can disclose customers’ information. *(6 marks)*
2. **Clearly** explaining the **three** rights and duties of the customer. *(6 marks)*

**(Total 20 marks)**

**QUESTION 4**

You are a Marketing Officer, and going for a briefing on a mystery shopper exercise. Prepare the following notes:

1. What is service quality? *(2 marks)*
2. Outline with explanations **five** determinants of service quality. *(10 marks)*
3. State **four** conditions that have to be met to achieve or enhance high quality services after the mystery shopper research.  *(8 marks)*

**(Total 20 marks)**

**QUESTION 5**

A recent report has highlighted that your company has a lot of relationship challenges. Prepare a report to be submitted to the Marketing Manager:

1. Explaining what Customer Relationship Management (CRM) is.  *(2 marks)*
2. Outlining **three** uses of CRM technology.  *(6 marks)*
3. Proposing any **two** CRM facets that you think will be of great help to your company. In the proposal, briefly explain the facets and advantage of each.

*(8 marks)*

1. Explaining any **two** disadvantages of using technology in CRM. *(4 marks)*

**(Total 20 marks)**

**QUESTION 6**

You have been given a chance to write an article for the bankers’ magazine, specifically on a topic of customer care. In the article (format as required) address the following:

(a) Define customer care.  *(2 marks)*

1. Borrowing from Rosabeth Moss Kanter (1991) and using practical examples in Malawi, explain **five** challenges for companies that would develop close links with their customers. *(10 marks)*
2. Clearly explain **four** factors that help deliver excellent customer care. *(8 marks)*

**(Total 20 marks)**

**END OF THE EXAMINATION PAPER**