



GRETSA UNIVERSITY - THIKA

**UNIVERSITY EXAMINATIONS
JANUARY - APRIL 2021 SEMESTER**

CERTIFICATE IN INFORMATION SCIENCE

COURSE CODE: CIIS 005

COURSE TITLE: CUSTOMER RELATION SKILLS

DATE: 11 MAY 2021

TIME: 8:00 AM - 11:00 AM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A: COMPULSORY

QUESTION ONE

- a) Assuming you have been approached by a bitter student who is no able to locate a chemistry book on the shelf. Describe five techniques you will use to calm this student. [10 Marks]
- b) You have been offered an opportunity to work as a customer care librarian in a Kenyan university library. Identify and describe any five service points in a library that you will operate from [15 Marks]
- c) Customers are the reason why you have your job as a librarian. Explain any five techniques you will apply to maintain customers in your information center [15 Marks]

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

- a) Assuming that you are a customer service librarian, explain any five possible challenges that you will encounter in your line of duty [10 Marks]
- b) (i) What is customer analysis?
(ii) Discuss four ways of identifying potential needs of clients in a public library [10 Marks]

QUESTION THREE

- a) A customer calls in a library to enquire about e-resources available in the library. Describe five ways on how you will handle this customer without disappointing [10 Marks]
- b) Explain five factors that you must put into consideration when receiving queries from library clients [10 Marks]

QUESTION FOUR

- a) Discuss any five core duties of a customer care relationship manager [10 Marks]
- b) Social networking sites are good avenues for communicating with library clients. Which skills should you possess to allow you converse responsibly with internet users? [10 Marks]

QUESTION FIVE

- a) Explain any five qualities of a good customer care librarian [10 Marks]
- b) Discuss five ways in which customer care management is useful to the libraries [10 Marks]