



Customer Relationships

ASSESSMENT # 5

Total Marks: 30

1. Give short answers the following questions: (15)
 - i. Why is customer feedback important?
 - ii. Why does customer satisfaction matter?
 - iii. What are the potential consequences of customer dissatisfaction?
2. Discuss the differences between internal and external customers, along with the importance of ensuring the satisfaction of both groups. (8)
3. Create a mock strategy for obtaining customer feedback. Define each stage of the process and explain its purpose. (7)