



UNIVERSITI KUALA LUMPUR
KAMPUS CAWANGAN MALAYSIAN SPANISH INSTITUTE

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : SIB24803 (V1)
COURSE TITLE : AUTOMOTIVE COMMERCIAL RELATIONSHIPS
PROGRAMME NAME : BACHELOR OF BUSINESS TECHNOLOGY (HONOURS) IN
AUTOMOTIVE MANAGEMENT
DATE : 27 JANUARY 2026
TIME : 9:00AM - 12:00PM
DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consist of TWO sections.
4. Answer ALL questions for Section A.
5. Section B consist of four questions. Answer THREE (3) questions only.
6. Please write your answer on the answer booklet provided.
7. Please answer all questions in English only.
8. Please answer MCQ/EMQ questions using OMR sheet. *Tick if applicable*
9. Refer to the attached Formula/ Appendices. *Tick if applicable*

SECTION A (Total: 40 marks)

Answer ALL questions.

Please use the answer booklet provided.

Question 1

Indicate what are the key objectives of loyalty programs? Identify which of these objectives provide the strongest competitive advantages?

(10 marks)

Question 2

Building a working relationship with customers is key to the long-term success of a business. Discuss the key benefits of strong customer relationships for both businesses and customers.

(10 marks)

Question 3

Recognize what are the three key steps in the management of campaigns and identify what are the problems that may occur during the campaign.

(10 marks)

Question 4

A strong connection based on trust and communication helps customers feel more secure and connected with a brand, and it can also lead to growing customer retention and your repeat purchase rate. Illustrate the role of trust and communication in building and maintaining customer relationships.

(10 marks)

SECTION B (Total: 60 marks)

Answer **THREE (3)** questions only.

Please use the answer booklet provided.

Question 1

Customer relationship management (CRM) systems are widely used by organizations to manage and analyze customer interactions and data throughout the customer lifecycle. The implementation of a CRM system can be a challenging and complex process for many organizations. Illustrate what are the common challenges organizations face during CRM implementation.

(20 marks)

Question 2

Social media has changed the way customers interact with businesses. Customers now expect businesses to be available on social media, respond quickly to their queries, and offer personalized services. At the same time, businesses need to keep track of all customer interactions across multiple social media platforms to deliver consistent customer experiences. Examine the importance of integrating CRM systems with various marketing channels (e.g., social media, email, web, mobile).

(20 marks)

Question 3

Aligning Customer Relationship Management (CRM) goals with the stakeholders' expectations is a crucial step in demonstrating the value and impact of the CRM efforts. Examine the importance of stakeholder feedback in improving CRM strategies and practices.

(20 marks)

Question 4

Customer satisfaction is a critical factor that influences the success and longevity of a business. It encompasses the customer's perception of their experience with a company's products or services. Examine the impact of customer satisfaction on an organization's reputation and growth.

(20 marks)

END OF EXAMINATION PAPER

