



**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2017

Programme : Certificate In Business Studies (CBSI)

Course : **MKT1002: Customer Service**

Date of Examination : 1 August 2017 (Tuesday)

Time : 2:00pm – 4:00pm Reading Time : Nil

Duration : 2 Hours

**Special Instructions** :

This paper consist of **THREE (3)** sections.

**Section A:** Answer **ALL** questions in the OMR sheet provided.

**Section B:** Answer any **TWO (2)** out of **FOUR (4)** questions in the answer booklet provided.

**Section C:** Answer only **ONE (1)** question in the answer booklet provided.

Materials permitted :

Nil

Materials provided -:

OMR Sheet

Examiner(s) : **Srithar Thannimalayan**

Moderator : Prof. Dr. Hooi Lai Wan

*This paper consists of 8 printed pages, including the cover page*

INTI INTERNATIONAL COLLEGE PENANG

CERTIFICATE IN BUSINESS STUDIES PROGRAMME (CBSI)

MKT1002: CUSTOMER SERVICE

FINAL EXAMINATION: APRIL 2017 SESSION

**Instructions:** This paper consists of :

Section A : **TWENTY (20)** multiple choice questions , answer all,

Section B : **FOUR ( 4 )** short essay questions , answer any TWO ( 2 ).

Section C : **TWO ( 2 )** long essay questions, answer any **ONE ( 1 )**.

All questions carry marks as listed.

**SECTION A: MULTIPLE CHOICE QUESTIONS , ANSWER ALL ( 40 MARKS ) .**

1. Which choices are examples of customer service?
  - a. Answering the telephone promptly and courteously.
  - b. Going out of the way to help a customer.
  - c. Thanking customers for their business.
  - d. All of the above
  
2. What is the ultimate goal of customer service?
  - a. Understanding customers.
  - b. Identifying problems.
  - c. Customer satisfaction.
  - d. Improve products.
  
3. Why are internal customers important?
  - a. They buy more of the company's products and services.
  - b. They all talk to the external customers.
  - c. Our internal customers must see the importance of customer service. All internal customers can influence service to external customers.
  - d. They all have power over customer service salaries.

4. Which of the following is **NOT** a barrier to excellent customer service?
  - a. Moodiness
  - b. Laziness
  - c. Negative attitude
  - d. Ability to handle stress
  
5. Which statement about customer service is correct?
  - a. Excellent customer service results in a more positive business reputation.
  - b. Excellent customer service results in more promises and therefore more lawsuits.
  - c. Excellent customer service results in fewer loyal customers.
  - d. Excellent customer service results in lower wages.
  
6. Which choice is part of establishing a customer retention program?
  - a. Begin work without identifying specific objectives to be accomplished by the program.
  - b. Examine who the customers are and their specific needs.
  - c. Create the most complicated program possible.
  - d. Create a culture that does not stimulate customer interest.
  
7. What are the core competencies of customer service?
  - a. Acceptance of ownership.
  - b. Ability to manage knowledge.
  - c. Ability to communicate effectively.
  - d. All of the above

8. The ..... of an organization is formed by the actions of the employees.
- a. culture
  - b. personality
  - c. climate
  - d. All of the above

9. *“People cannot see the person they are dealing with. Thus, the phone does not permit most people nonverbal communication. Without visual cues to reinforce or clarify a message, the listener may be misled or confused.”*

The above statement is :

- a. correct
  - b. wrong
10. Choose the best action tips for courteous telephone use.
- i. Speak clearly and distinctly
  - ii. Speak naturally and comfortably
  - iii. Hang-up abruptly if you are not satisfied.
  - iv. Raise your voice if they don't accept your explanation.
- a. i and ii
  - b. ii and iii
  - c. iii and iv
  - d. i, ii, iii and iv.

11. Choose the factors that turn-off a customer:
  - i. Always with a ready smile.
  - ii. Quality not as good as expected.
  - iii. Inconvenience of location.
  - iv. Lack of courtesy.
    - a. i and ii
    - b. i, ii and iii
    - c. ii, iii and iv
    - d. i, ii , iii and iv.
  
12. In the context of customer service , which of the following is not the changing reality among customers about relationships and behaviors ?
  - a. Enhanced personalization
  - b. Increased transparency
  - c: Evolving customer demographics
  - d. Customized products
  
13. Which choice is **NOT** one of the steps to answering a call successfully?
  - a. Ask questions.
  - b. Do not follow up.
  - c. Smile.
  - d. Thank the caller.

14. Which of the following actions would you apply in the creation of an effective customer service system?
  - a. List the steps necessary to create or improve the system.
  - b. Treat all areas in need the same as areas without need.
  - c. Treat the mission and purpose statements as ancient history; ignore them.
  - d. Avoid empowering everyone involved.
  
15. How can knowing your customer contribute to solving a problem?
  - a. Customers might let poor service slide by without complaining if we know them better.
  - b. We don't have to ask as many questions of customers we know. We can make assumptions about them and make decisions for them.
  - c. The more familiar we are with a customer, the more likely we will be to accurately understand their concerns, needs, and priorities.
  - d. We don't have to talk to customers we already know.
  
16. Which statement about customer expectations is correct?
  - a. Customer expectations rarely change.
  - b. Customer expectations are always changing.
  - c. Often promising to solve a problem is enough. Customers usually forget.
  - d. Companies should focus on themselves and forget about what the competition is doing.
  
17. Which statement is true of ethics in customer service?
  - a. Ethics are a set of principles that govern the conduct of a group or individual.
  - b. Ethics are unnecessary.
  - c. Ethics are unpopular choices of behavior.
  - d. Ethics are never a problem because they never come up.

18. What actions should we take in order to exceed our customers' expectations?
- a. Maintain consistency.
  - b. Be confident that you know about customers and do not need to learn about them.
  - c. Don't ask customers about their expectations.
  - d. Avoid telling customers what to expect.
19. Which choices are examples of customer service?
- a. Answering the telephone promptly and courteously.
  - b. Going out of the way to help a customer.
  - c. Thanking customers for their business.
  - d. All of the above
20. Which statement about customer service is NOT correct?
- a. Excellent customer service results in lower expenses and lower profits.
  - b. Excellent customer service results in more co-producing customers.
  - c. Excellent customer service results in more successful attainment of profit goals.
  - d. Excellent customer service results in more productive solutions.

**SECTION B : SHORT ESSAY , ANSWER TWO ( 2 ) ONLY ( 40 MARKS )**

1. Organizations should have cultures that attract customers. Briefly explain the cultures that are needed and should be practiced by business organizations. **( 20 marks )**
  
2. a. Telephone communication is essential for businesses to have a healthy relationship with customers. Briefly explain tips for a courteous telephone use. Where possible support your discussion with practical examples. **( 10 marks )**  
  
b. Describe the ways to enhance the value perception of a product? Justify your answer with relevant examples. **( 10 marks )**
  
3. Explain the action tips for making contact with customers. Illustrate with relevant Examples. **( 20 marks )**
  
4. a. What are the actions that can be taken to avoid e-service problems? Explain **five ( 5 )** actions. **( 10 marks )**  
  
b. Complaining customers need to be pleased with some symbolic atonement. Explain **five ( 5 )** examples of symbolic atonement. **( 10 marks )**

**SECTION C : LONG ESSAY , ANSWER ANY ONE ( 1 ) QUESTION ONLY ( 20 MARKS ).**

1. Customer satisfaction is essential for any business to do perform well. We must also acknowledge that many aspects of the customer satisfaction process remain the same. What are the aspects that remain the same? Explain with relevant examples. **( 20 marks )**
  
2. Perception of value is changing day by day. Companies need to understand customers better and work towards enhancing value perceptions. Detail what companies can do to enhance the perception of value. Provide relevant Examples to support your viewpoint. **( 20 marks )**