



FINAL
Examination Paper

(COVER PAGE)

Session : April 2016

Programme : Certificate in Business Studies (CBSI)

Course : MKT1002: Customer Service

Date of Examination : 28 July 2016, Thursday

Time : 2.00pm – 4.00pm

Duration : 2 Hours Reading Time : Nil

Special Instructions :

SECTION A: Answer all questions.

SECTION B: Choose **TWO (2)** out of **FOUR (4)** questions.

IMPORTANT NOTE : THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL

Materials Permitted : Nil

Materials Provided : OMR Sheets & Answer Booklet

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Moderator : Dr. Hooi Lai Wan

This paper consists of 9 printed pages, including the cover page.

INTI INTERNATIONAL COLLEGE

CERTIFICATE IN BUSINESS STUDIES (CBSI)
MKT1002: CUSTOMER SERVICE
FINAL EXAMINATIONS: APRIL 2016 SESSION

SECTION A: Multiple Choice Questions. Answer ALL TWENTY questions (40 marks)

1. Definition of 'customer' refers to:
 - A. An individual or business that produces the goods or services produced by a business.
 - B. An individual or business that purchases the goods or services produced by a business.
 - C. An individual or business that sells the goods or services produced by a business.
 - D. An individual or business that manufactures the goods or services produced by a business.

2. Studies across a number of industries have revealed that the cost of keeping an existing customer is around ___% of the cost of acquiring a new one.
 - A. 5%
 - B. 10%
 - C. 15%
 - D. 20%

3. Some of the important attitudes and behaviors expected of a loyal customer include:
 - I. Likelihood to recommend your products and services to others
 - II. Likelihood to continue purchasing your products and services, at minimum, at the same level
 - III. Likelihood of purchasing other products and services you offer
 - IV. Believing your products and services are superior to others offered in the marketplace
 - A. I, II and III
 - B. I, III and IV
 - C. I, II and IV
 - D. All the above

4. Several factors contribute to customer turnoffs. These factors include:

- I. Being ignored, receiving rude or indifferent service
- II. Having to wait too long
- III. Poor-quality work (especially on repair jobs)
- IV. Sale items that are in stock

- A. I, II and III
- B. I, III and IV
- C. I, II and IV
- D. All the above

5. A brand's _____ is the set of benefits or values it promises to deliver to consumers to satisfy their needs.

- A. Target market
- B. Loyalty
- C. Value proposition
- D. Customer turnoffs

6. "Setting the right processes to deliver the best products and services to the customers may eliminate customer turnoffs."

The above statement refers to which steps for Develop Customer Strategy?

- A. Acquiring the right customers
- B. Crafting the right value proposition
- C. Instituting best processes
- D. Motivating employees

7. Which of the following is **NOT** a category of customer turnoffs?

- A. Value Turnoffs
- B. System Turnoffs
- C. Process Turnoffs
- D. People Turnoffs

8. ISO 10002 Customer satisfaction – Guidelines for complaints handling in organizations defines a complaint as:
- A. An expression of satisfaction made to an organization, related to its products (services), or the complaints-handling process itself, where a response or resolution is explicitly or implicitly expected
 - B. An expression of dissatisfaction made to an organization, related to its products (services), or the complaints-handling process itself, where a response or resolution is explicitly or implicitly expected
 - C. An expression of dissatisfaction made to an organization, not related to its products (services), or the complaints-handling process itself, where a response or resolution is explicitly or implicitly expected
 - D. An expression of satisfaction made to an organization, not related to its products (services), or the complaints-handling process itself, where a response or resolution is explicitly or implicitly expected
9. “What would happen under the best of circumstances; useful as a barometer of excellence”.

The above statement refers to

- A. Will expectation
- B. Should expectation
- C. Ideal expectation
- D. Minimally acceptable level

10. Which of the following are the correct types of customer expectations?

- I. Desired service
 - II. Appropriate service
 - III. Adequate service
 - IV. Customer service
- A. I and II
 - B. I and III
 - C. II and IV
 - D. III and IV

11. Choose the correct sequence of Consumer Decision Making Process.

- I. Purchase Decision
- II. Need Recognition
- III. Evaluation of Alternatives
- IV. Post-Purchase Evaluation
- V. Search for Information

- A. I, III, V, II, IV
- B. II, V, III, IV, I
- C. II, V, III, I, IV
- D. V, II, III, I, IV

12. "An individual after gathering relevant information tries to choose the best option available as per his need, taste and pocket."

The above statement refers to which Consumer Decision Making Process?

- A. Purchase Decision
- B. Need Recognition
- C. Evaluation of Alternatives
- D. Post-Purchase Evaluation

13. Identify the factors that influence consumer buying decisions.

- A. Geographical
- B. Demographical
- C. Psychographical
- D. Technological

14. Definition of 'Perception' refers to:

- A. Individuals prefer to spend on premium brands and unique merchandise for others to look up to them.
- B. The way an individual stays in the society.
- C. Individual's own experience, prior handling of a particular product
- D. Individuals perceive similar situation differently due to difference in the way they interpret information.

15. Which of the following is **NOT** the reason of importance of effective communication in management?

- A. Gains in productivity
- B. Impact of globalization
- C. Facilitate innovation
- D. Ensure transportation

16. "X is a two way process which involves both how we send and receive messages."

X refers to

- A. Coordination
- B. Communication
- C. Convocation
- D. Convention

17. Choose the correct strategies to develop effective communication skills.

- I. Be aware of other people emotions
- II. Encouragement
- III. Better Employee Relation
- IV. Treat people equally
- V. Problem solving skills

- A. I, II, III
- B. I, II, IV
- C. II, III, IV
- D. I, III, V

18. - Customer care manager
- Corporate services manager
- Customer relationship manager
- Customer operations manager

The above-mentioned job titles refer to job title in which field?

- A. Customer service management
- B. Marketing management
- C. Human resource management
- D. Financial management

19. Which of the following is **NOT** the responsibility of a customer service manager?
- A. Tailoring his/her own communication style to motivate an employee to achieve the desired result
 - B. Training staff to deliver a high standard of customer service
 - C. Listening to learn of any outstanding issues that need to be addressed
 - D. Devising new communications strategies to interact with an increasingly multicultural, multinational workforce.
20. "Look after a team of staff, ensuring they give good customer service, turn up on time and are generally doing their job properly."

The above statement refers to the role as a

- A. Customer service director
- B. Customer service manager
- C. Customer service supervisor
- D. Customer service officer

SECTION B: Short essay questions. Answer TWO out of FOUR questions. (40 marks)

Question 1

- a) Briefly explain the importance of customer loyalty. (4 marks)
- b) Discuss any **FOUR (4)** reasons to retain customer. (16 marks)

Question 2

- a) Discuss any **TWO (2)** reasons of importance of effective communication in management. (8 marks)
- b) Discuss any **THREE (3)** responsibilities of a customer service manager. (12 marks)

Question 3

- a) Discuss any **TWO (2)** advantages of electronic communications. Support your answers with appropriate examples. (10 marks)
- b) Discuss any **TWO (2)** disadvantages of electronic communications. Support your answers with appropriate examples. (10 marks)

Question 4

- a) Explain any **FIVE (5)** guidelines to effective message. (15 marks)
- b) Briefly explain the importance of after sales follows up letter. (5 marks)

SECTION C: Long essay questions. Answer ONE out of TWO questions (20 marks)

Question 1

Air Asia is currently facing customer turnoffs issue due to many flight delays for both domestic and international flight. Recommend **FIVE (5)** strategies for exceeding customer expectation to Air Asia to resolve the customer turnoffs issue.

(20 marks)

Question 2

Discuss the **FIVE (5)** consumer buying behavior process of buying a smartphone.

(20 marks)

~ The End ~
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