



INTI International College Penang

FINAL
Examination Paper

(COVER PAGE)

Session : April 2018

Programme : Certificate in Business Studies (CBSI)

Course : **MKT1002: Customer Service**

Date of Examination : 1 August 2018 (Wednesday)

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

Duration : 2 hours

Special Instructions :

This paper consists 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 any **ONE (1)** out of **TWO (2)** questions in the answer booklet provided

Materials permitted :

Nil

Materials provided :

OMR Sheet & Answer Booklet

Examiner(s) : **Muhammad Rajaie Bin Mustafar @ Mustafa**

Moderator : **Dr. Daisy Kee Mui Hung**

This paper consists of 7 printed pages, including the cover page.

INTI INTERNATIONAL COLLEGE PENANG

CERTIFICATE IN BUSINESS STUDIES PROGRAMME (CBSI)

MKT1002: CUSTOMER SERVICE

FINAL EXAMINATION: APRIL 2018 SESSION

Section A – Multiple choice questions (40 marks)

Instructions: This section consists of **twenty (20)** questions. Answer **ALL** questions in the OMR sheets provided.

1. _____ are the people who exchange work for wages (employees) or gratification (volunteers).
 - A. Final consumers
 - B. External customers
 - C. Internal customers
 - D. Potential customers

2. The three categories of customer service turnoffs are:
 - A. product, service, and efficiency turnoffs
 - B. value, systems, and people turnoffs
 - C. cost, quality, and process turnoffs
 - D. products, price, and people turnoffs

3. Which of the following is a value turnoff for customers?
 - A. Price too high for poor quality received
 - B. Employees appearance is sloppy
 - C. Business place dirty, messy, or cluttered
 - D. Inconvenient location, layout, or parking

4. The three types of justice considerations in complain handling process are:
 - A. Poetical, societal, and retributive justice
 - B. Personal, distributive, and informative justice
 - C. Processes, behavioral, and cognitive justice
 - D. Procedural, interactional, and outcome justice

5. Which of the following is **NOT** a public action taken by dissatisfied customers?
 - A. Make complain to the company through verbal or written form
 - B. Defect and switch to another company
 - C. Make complain to a third-party organization
 - D. Take legal action against the company

6. Service quality is a high standard of performance that consistently meets _____.
- A. profit goals
 - B. productivity goals
 - C. customer expectations
 - D. All of the above
7. The Gaps Model is used to _____.
- A. diagnose and address service quality problems
 - B. improve customer satisfaction and retention
 - C. reduce productivity problems and expenditure
 - D. enhance a firm's profitability and reputation
8. The time when customers directly interacts with service firms is called the _____.
- A. moment of encounter
 - B. zone of tolerance
 - C. zone of indifference
 - D. moment of truth
9. Which of the following statement is **TRUE** regarding '*desired service level*'?
- A. Minimum acceptable level of service that should be given to the customers
 - B. Wished-for level of service quality that customer believes should be delivered
 - C. Service level that customers believe firm will actually deliver to them
 - D. Range within which customers are willing to accept variations in service delivery
10. _____ is the management of feeling to create publicly observable facial and bodily display.
- A. Mental labor
 - B. Behavioral labor
 - C. Physical labor
 - D. Emotional labor
11. Service frontline employees are important to customers and the company because they _____.
- A. are the most visible part of the company
 - B. contain more employees than management
 - C. are often the first to deal with service failure
 - D. are better trained in communication than managers

12. When taking a message from a caller for another person, be sure to:
- A. get the full name and correct spelling.
 - B. include the name of the caller's organization if appropriate.
 - C. note the time and date the message was taken.
 - D. All of the above.
13. Call center employees can best overcome the problem of 'dead air' by:
- A. just ignoring it, customers expect some of it in most calls.
 - B. keeping the customer informed of what the employees are doing.
 - C. using air fresheners in the office and play background music.
 - D. recognizing that it can provide emphasis for what you are saying.
14. Which of the following is **NOT** a disadvantage of online customer services?
- A. Can frustrate customers especially those who are not tech-savvy.
 - B. Can be time consuming for customers to explore the online service.
 - C. They are suitable for customers who prefer low-contact service.
 - D. High cost of maintaining and upgrading the online systems.
15. Which of the following is **NOT** a technique to enhance message clarity?
- A. Use simple wording.
 - B. Use illustrations.
 - C. Use technical jargons.
 - D. Use clear language.
16. Which of the following statement is **TRUE** regarding '*communication effectiveness*'?
- A. Message is received by the right people, understood, remembered, and acted upon.
 - B. The process of turning ideas and feelings into verbal and non-verbal symbols.
 - C. Refers to basic information such as company policies, instructions or facts.
 - D. A ratio between costs of sending a message relative to the number of people reached.
17. Future communication options allow greater customization by such things as:
- A. increasing the frequency of messages sent to customers.
 - B. being interactive, two-way information sharing.
 - C. broadcasting in cable TV.
 - D. All of the above.

18. Which of the following is **NOT** the major area of change in customer service environment?
- A. Enhanced service personalization.
 - B. Fluctuation of global currencies.
 - C. Evolving customer demographics.
 - D. Increased communication transparency.
19. Queue Management System (QMS) refers to:
- A. a system that requires customers to stand in appropriate lines in front of counter.
 - B. a system that can resolve customer complaints and provide feedback to customers.
 - C. a system that gives customers a number to indicate when they will be served.
 - D. a system that shows how products can solve a customer's problems.
20. Which of the following is **NOT** one of the dimensions of the service environment?
- A. Exterior facilities
 - B. Store layout
 - C. Interior displays
 - D. Store location

Section B – Short essay questions (40 marks)

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

Question 1

Identify and explain **FIVE (5)** types of '*jaycustomer*' in customer service with relevant examples.
(20 marks)

Question 2

Explain with relevant examples **FIVE (5)** workplace conditions that can lead to stress among service employees.
(20 marks)

Question 3

Explain the **FIVE (5)** benefits of '*call centers*' to customers with relevant examples.
(20 marks)

Question 4

Identify and explain **FIVE (5)** common applications of Customer Relationship Management (CRM) with relevant examples.
(20 marks)

Section C – Long essay questions (20 marks)

Instruction: Answer any **ONE (1)** out of **TWO (2)** questions in the answer booklet provided.

Question 1

Identify and explain **FIVE (5)** dimensions of service quality (SERVQUAL) for hotels in Malaysia and discuss why the quality of service is important in hotels. Provide relevant examples to support your answer.

(20 marks)

Question 2

Online banking service is growing rapidly as the banking transactions are becoming faster and more convenient. However, there are certain problems associated with this service. Explain the **FIVE (5)** potential problems faced by customers in using the online banking service. Provide relevant examples to support your answer.

(20 marks)

~ The End ~
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