



Private & Confidential

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Course Code & Name : **MGT1213 Customer Service**
Trimester & Year : January – April 2019
Lecturer/Examiner : Chris Ong
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (30 marks) : THIRTY (30) multiple choice questions. Answers are to be written in the Multiple-Choice Answer Sheet provided.
PART B (70 marks) : FOUR (4) short answers. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students’ Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 2 (Including the cover page)

PART A : PART A: MULTIPLE CHOICE QUESTIONS (30 MARKS)

INSTRUCTION(S) : THIRTY (30) multiple choice questions. Answer ALL questions on the Multiple Choice Answer sheet provided.

PART B : STRUCTURE-TYPE QUESTIONS (70 MARKS)

INSTRUCTION(S) : Answer all FOUR (4) questions. Write your answers in the Answer Booklet(s) provided.

1. Define customer Service and list down **FIVE (5)** examples of customer service.

(15 Marks)

2. Explain **FIVE (5)** techniques for exceeding customer services expectations.

(15 Marks)

3. A) Define empowerment? B) Identify **SIX (6)** guidelines for creating an effective customer service system.

(20 Marks)

4. Define Customer Retention. Explain why maintaining existing customers is very important.

(20 Marks)

END OF EXAM PAPER