



**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **MGT1313 SERVICE MANAGEMENT**  
 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) : FIVE (5) short questions. 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** : **MULTIPLE CHOICE QUESTIONS (30 MARKS)**  
**INSTRUCTION (S)** : **THIRTY (30)** multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.

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**PART B** : **SHORT ANSWER QUESTIONS (70 MARKS)**  
**INSTRUCTION (S)** : Answers all **FIVE (5)** questions.  
Write your answers in the Answer Booklet (s) provided.

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1. Define each of the following items related to complaint management:
  - a. Listen
  - b. Empathise
  - c. Apologise
  - d. React
  - e. Notify

(10 marks)
  
2. Discuss the **FIVE (5)** characteristics of service related to customer service management. Provide relevant examples to support your answer.

(15 marks)
  
3. Due to advancement of internet technology, many modern business organizations started to turn their attention to digital marketing. Briefly explain **FIVE (5)** disadvantages of digital marketing to a business organization.

(15 marks)
  
4. The focus group interviews consists of six to ten participants in homogenous people to discuss certain Topic among themselves. Discuss **FIVE (5)** advantages of focus groups that will benefits the moderator in the group discussion.

(15 marks)
  
5. Ishikawa's Fishbone diagram is popular to examine service performance when the customer personally experience the service. Illustrated the fishbone diagram and elaborate the main causes of unsatisfactory of a hotel room package from the hotel guest by giving examples.

(15 marks)

END OF EXAM PAPER