



SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **HOS1303 Managing Service Excellence**
 Semester & Year : September – December 2017
 Lecturer/Examiner : Ms. Tengku Intan Naziera Binti Tengku Ariff
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
 - PART A (15 marks) : FIFTEEN (15) multiple choice questions. Shade your answers in the Multiple Choice Answer Sheet provided. You are advised to use a 2B pencil.
 - PART B (60 marks) : SIX (6) questions based on the given scenarios. Write your answer(s) in the answer booklet provided.
 - PART C (25 marks) : ONE (1) Essay question. Write your answer(s) in the answer booklet provided.
2. Candidates are not allowed to bring any unauthorized 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 of Hospitality 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 of Hospitality.

Total Number of pages = 7 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (60 MARKS)

INSTRUCTION(S) : SIX (6) questions based on the given scenarios. Write your answer(s) in the answer booklet provided.

1. Discuss **FOUR (4)** characteristic that would appeal to an Personalising customer.
(10 Marks)

2. Discuss **FOUR (4)** characteristic that would appeal to a Convenience customer.
(10 Marks)

3. Illustrate satisfaction mirror and how will it reflect excellence service
(10 Marks)

4. Illustrate in details about “Maslow’s Hierarchy of Needs” which briefly explain customer behavior.
(10 Marks)

5. Please explain **FIVE (5)** differences between managers and leaders.
(10 Marks)

6. Identify **FIVE (5)** ways of effective communicate and briefly explain.
(10 Marks)

PART C : **ESSAY / CASE STUDY** (25 MARKS)

INSTRUCTION(S) : **ONE (1)** essay / case study question. Write your answer(s) in the answer booklet provided. Your answers must **NOT** be less than **200 words**.

1. Research has shown that customers who have had a service failure resolved quickly and properly are more loyal to a company than are customers who have never had a service failure, significantly more loyal. Service Recovery practices are a critical element in a Customer Loyalty Program. Think about your own experiences with service or product problems. Describe **FIVE (5)** steps in handling “customer complaints”.

(25 Marks)

END OF EXAM PAPER