



**FACULTY OF HOSPITALITY AND TOURISM  
SCHOOL OF HOSPITALITY**

**FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) :

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Course Code & Name : **HOS1303 Managing Service Excellence**

Semester & Year : Jan – Apr 2022

Lecturer/Examiner : Nor Hazwani Mohd Din

Duration : 2 Hours

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**INSTRUCTIONS TO CANDIDATES**

- This question paper consists of 2 parts:**  
**PART A (70 marks) : SIX (6) Short essay questions. Write your answer(s) in the answer booklet provided.**  
**PART B (30 marks) : Case Study Questions. Write your answer(s) in the answer booklet provided.**
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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 = 4 (Including the cover page)**

**PART A** : **SHORT ANSWER QUESTION (70 MARKS)**

**INSTRUCTION(S)** : **SIX (6)** short essay questions. Write your answer(s) in the answer booklet provided.

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1. Define all the terms below;
  - a) Intangibility
  - b) Perceived Service
  - c) Naïve Expert Customer
  - d) Destructive Leader
  - e) Expert Customer

(10 marks)
2. Briefly explain the **FOUR (4)** ways to develop customer expectations.

(8 marks)
3. Classify the **FOUR (4)** types of customer according to their service needs and provide examples each of the types.

(12 marks)
4. As service provider, determine the **FOUR (4)** gaps that might be occur during providing service to the customers and give example of each gaps.

(12 marks)
5. Explain the **SIX (6)** needs of internal customer. 

(12 marks)
6. Describe **FISH** theory in your own words and provide examples for each answer given.

(16 marks)

**END OF PART A**

**PART B** : **ESSAY (30 MARKS)**  
**INSTRUCTION(S)** : **CASE STUDY** questions. Write your answer(s) in the answer booklet provided.

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Mr. Ronald  
General Manager  
The FHT Hotel  
1, Remax Road,  
Pulau Langkawi  
Kedah

Dear Mr. Ronald,

We are colleagues from Berjaya University College who were in your hotel from January 2 until January 10. Both of us can say, without hesitation or exaggeration, that your staffs provided the best service either of us has ever received in the hotel. The attention we received, the assistance we were provided, and the pleasant, helpful demeanour that we encountered at every turn made for a wonderful stay in The FHT Hotel.

We would like to comment several of your employees whom we encountered who were especially helpful and tell you about extraordinary assistance they gave us:

Justin Ho, the Bell Captain, met us at the door when we arrived late on Saturday night, after we had missed a connecting flight and lost our baggage. He made arrangements for the restaurant to find something for us to eat, long after it had closed, and personally delivered the food to our doors. He insisted that it was complimentary. He also provided personal toiletry articles for us before we even asked. Throughout our stay, whenever we saw Mr. Justin, he was courteous, helpful and went out of his way to provide service.

Ms Liyana, the manager on duty, introduced herself to us the first morning as we ate breakfast in the Garden café. She inquired about our luggage and took the pertinent information, which she would give to Ms Dewi Pratomo, your Director of Guest services. Ms. Dewi assured us that Ms Liyana would locate our luggage and told us to enjoy Pulau Langkawi and quit worrying; The FHT Hotel staff would take care of getting it for us. She also provided us with wonderful information later on in our stay about beach in the area and went to a great deal of trouble to try to arrange the trip for us.

Ms. Liyana was able to quickly track down our luggage from Air Asia and personally persisted in contacting the right people to arrange having it sent to Pulau Langkawi airport, She was also wonderful about keeping us informed all along in the process, making us feel confident that our luggage would indeed be located. Her sense of humor about airlines inefficiencies, as well as her competence in working with airlines to get our bags back to us, made us feel relaxed and confident while we were waiting for our bags.

Ms Nabila, at Bell Captain's desk, was very helpful as well. She made several trips to the airport to try to find our luggage and was very positive and optimistic in her work with us. We understand that she is a student at local college and for someone so young, she certainly exhibited professionalism and competence

Finally, on the morning of our departure, Mr Gobien and Mr Mixon at the front desk were a great help. They were very pleasant, professional and went out of their way to provide the service we requested. Also the young men who drove us to and from various places in Pulau Langkawi in were enthusiastic and provided us with all the information we needed about various sights around town.

In addition to the wonderful personnel at the hotel, we were also impressed with the accommodation. The room, restaurant, bar and public areas were lovely. Our four days with you were of the highest quality, and we commend you and your wonderful staff on managing and maintaining a wonderful hotel. We both hope to visit you again when we are in Pulau Langkawi.

Sincerely,  
*Haryati*

Discuss all the components of **R.A.T.E.R** and give examples of each component using situations described in the letter above.

(30 marks)

**END OF EXAM QUESTION**