



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **MGT1213 Customer Service**  
 Trimester & Year : January – April 2018  
 Lecturer/Examiner : Philip Kwan  
 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 = 9 (Including the cover page)**

**PART B : SHORT ANSWER QUESTIONS (70 MARKS)**

**INSTRUCTION(S) : FOUR (4) short answer questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**

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1. Conveying good intentions to the customer is necessary for a successful company. Identify and briefly describe **FIVE (5)** core competencies of a customer service staff.  
(16 marks)
2. Discuss **FIVE (5)** benefits of quality 'Customer Support' to the success of a retail outlet. Provide **ONE (1)** appropriate example in your answer.  
(18 marks)
3. Handling difficult customers could be the most challenging task to customer service staff nowadays. Identify and explain the **SIX (6)** techniques for handling difficult situations with appropriate justification.  
(18 marks)
4. Handling calls professionally is relatively critical to the retail customer service staff. Elaborate in details the proper procedures when answering a telephone call.  
(18 marks)

**END OF EXAM PAPER**