



## 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**  
 Trimester & Year : January- April 2018  
 Lecturer/Examiner : Mr.Gobein  
 Duration : 2 Hours

#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
  - PART A (15marks) : 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) short questions. 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 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 = 7 (Including the cover page)**

**PART B : SHORT ANSWER QUESTIONS (60 MARKS)**

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

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1. Discuss **FIVE (5)** factors influencing customer behavior.  
(10 Marks)
2. List **FIVE (5)** customer buying process.  
(10 Marks)
3. Explain **FIVE (5)** effective professional ways to handle phone calls.  
(10 Marks)
4. Briefly describe **FISH** theory in your own words.  
(10 Marks)
5. Describe **FIVE (5)** ways to sustain our staff in an organization.  
(10 Marks)
6. Identify **FIVE (5)** ways of effective communication?  
(10 Marks)

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

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

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The hotel advertised the availability of free shuttle service. A business guest relied on that information when she booked for a meeting at company headquarters about one mile away. She tried to arrange the trip, only to be told that first priority went to airline employees. (The hotel has room contract agreement with the airline). As a result, she was late for appointments the first day.

The guest complained and was told that the shuttle would be available if she called with a 30-40minute lead time. One the second day, she did that from the office, but the pickup was never made, she took a cab back. Arrangements worked both ways the other days. On the last morning, she was stunned to learn that the shuttle was leaving in 5 minutes, not between 30-40minutes after her call. She had not finished dressing and had no breakfast.

1. Was there a management failure here, if so, what?

(10 Marks)

2. What is the hotel's immediate response (or action) to the incident?

(15 Marks)

**END OF EXAM PAPER**