



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

**FINAL EXAMINATION**

Student ID (in Figures) : 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : \_\_\_\_\_  
\_\_\_\_\_

Course Code & Name : **HOS1303 Managing Service Excellence**  
 Trimester & Year : Jan – April 2019  
 Lecturer/Examiner : Nor Hazwani Mohd Din  
 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) Short answer 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 = 6 (Including the cover page)**

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

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

---

1. Explain the acronym of **R.A.T.E.R** and give examples for each of the components. (20 marks)
2. Describe and give examples of the ABC Concept in Universal Customer Service. (10 marks)
3. Discuss the **FIVE (5)** steps of a customer buying process. (10 marks)
4. Define the term "Moment of Truth". (4 marks)
5. Explain the **FOUR (4)** ways in which customer's expectations are developed. (8 marks)
6. List **FOUR (4)** differences between Managers and Leaders. (8 marks)

**END OF PART B**

**PART C** : **ESSAY (25 MARKS)**

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

---

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. Service Recovery practices are a critical element in a Customer Loyalty Program.

Think about your own experiences with service or product problems.

By using **L.E.A.R.N**, discuss in details steps in handling complaints.

(25 marks)

**END OF EXAM QUESTION**