



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

**FINAL ALTERNATIVE ASSESSEMENT EXAMINATION**

Course Code & Name : **HOS1303 – Managing Service Excellence**  
Trimester & Year : January – April 2020  
Lecturer/Examiner : Nor Hazwani Mohd Din  
Duration : 3 Hours

---

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (50 marks) : THREE (3) ESSAY questions. Answers are to be written in the Answer Sheet provided.  
PART B (50 marks) : TWO (2) CASE STUDY questions. Answers are to be written in the Answer Booklet provided.
2. Please make sure all the answer must be type in the answer booklet provided
3. Please SAVE the file in a PDF/WORD format and using the file name : HOS1303 (Student ID)  
Example; HOS1303 (B1012019324)
4. Answer to be submitted along with Student Declaration Form attached in the answer booklet.
5. Answer Booklet to be submitted via CN email to CN ID NB315; Nor Hazwani Binti Mohd Din within 3 hours.

**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.

**PART A** : **ESSAY QUESTIONS**  
**INSTRUCTION(S)** : Answer all questions

---

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. 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.  
(20 marks)
  
2. A constructive leader is one that strives to build a positive environment; meanwhile a destructive leader tends to highlight the negative aspects of the employees. Discuss **FIVE (5)** differences between these two leaders.  
(20 marks)
  
3. Best practices for internal customer service will lead to a stronger company culture. Explain the **FIVE (5)** needs of internal customer; Julie Christiansen.  
(10 marks)

**PART B** : **CASE STUDY/SCENARIO**  
**INSTRUCTION(S)** : Answer all questions

---

**CASE STUDY 1:**

**Read the following case study and answer the questions that follow giving examples from the case study.**

*In Early 2010 Jetstar Airways launched their Customer Service Charter.*

“Jetstar has chosen to move first and set the standard by outlining its customer service commitments in writing and with self-imposed penalties for the benefit of customers,” Mr Buchanan said.

“Jetstar’s 10-point Customer Guarantee (see below) crystallises what the airline needed to focus on delivering to customers, and also ensures customers know our commitment to them.”

Mr Buchanan said the *Jetstar Customer Guarantee* followed over twelve months of hard work to build and improve upon Jetstar’s capability around customer resolution and recovery, tools to improve information flow to customers, increased resourcing to resolve customer issues in a timely manner and an overarching staff engagement and customer service training program.

**The Jetstar Customer Guarantee**

1. Your safety is our highest priority
2. We commit to provide the lowest fares with our ‘Price Beat Guarantee’
3. Our team is always here to help, 24 hours a day, 7 days a week
4. We’ll let you know your choices if your flight is changed before you travel
5. We’ll keep you updated and provide options if things don’t go to plan on the day
6. You will get what you paid for
7. You can have confidence in how quickly we will respond to an issue
8. You can have confidence in how quickly we will refund your money
9. We share your passion for protecting our environment
10. We commit to the privacy of your personal information

-----  
The following **FOUR (4)** questions relate to the Jetstar Airways Case Study. Use examples from the case study in the answers.

1. Discuss **THREE (3)** guarantees that would appeal to an Economising customer. (9 marks)
2. Discuss **THREE (3)** guarantees that would appeal to a Personalising customer. (9 Marks)
3. Discuss **THREE (3)** guarantees that would appeal to an Ethical Customer. (9 Marks)
4. According to the RATER model, discuss **ONE (1)** guarantee that would be rated under “**Responsive**” by a customer. (3 Marks)

## **CASE STUDY 2:**

Feb 24, 2020

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.

(20 marks)

**END OF PAPER**