



**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**  
Semester & Year : May – August 2022  
Lecturer/Examiner : Nor Hazwani Mohd Din  
Duration : 2 Hours

---

**INSTRUCTIONS TO CANDIDATES**

1. 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.
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 = 4 (Including the cover page)**

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

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

---

1. Define all the terms below;
  - a) Moment of Truth
  - b) Service Encounter
  - c) Intangibility
  - d) Service Gaps
  - e) Internal Customer
  - f) Naïve Customer(12 marks)
2. Discuss the **FIVE (5)** steps in handling complaints. (15 marks)
3. Identify the acronym of **R.A.T.E.R** and give examples each of the components. (15 marks)
4. Explain **FOUR (4)** ways to develop customer expectations. (8 marks)
5. List **FIVE (5)** differences between Manager and Leaders. (10 marks)
6. Discuss **FIVE (5)** needs and want of customer by using the Maslow's Hierachy of needs. (10 marks)

**END OF PART A**

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

---

***CASE STUDY 1: Jetstar Airways***

***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)

**END OF EXAM QUESTION**