



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BRL1302 Retail Customer Service**
Semester & Year : September – December 2016
Lecturer/Examiner : Ms. Leon Siew Lin
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (30 marks) : THIRTY (30) multiple choice questions. Answer ALL questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (70 marks) : FOUR (4) short answer questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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 of Hospitality 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 of Hospitality.

Total Number of pages = 8 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S) : FOUR (4) short answer questions. Answer ALL questions in the Answer Booklet(s) provided.

1. Identify and briefly explain **THREE (3)** challenges could you have when dealing with a customer who has different style preference than you own.

(15 marks)

2. One method of dealing with customer complaints is by using the **LEARN** method.

a. Identify what the letters in **LEARN** mean. (5 marks)

b. Analyse the different parts of the **LEARN** method of dealing with complaints by giving an example. (15 marks)

(Total: 20 marks)

3. Discuss the communication model below by using an example related to customer service. (20 marks)

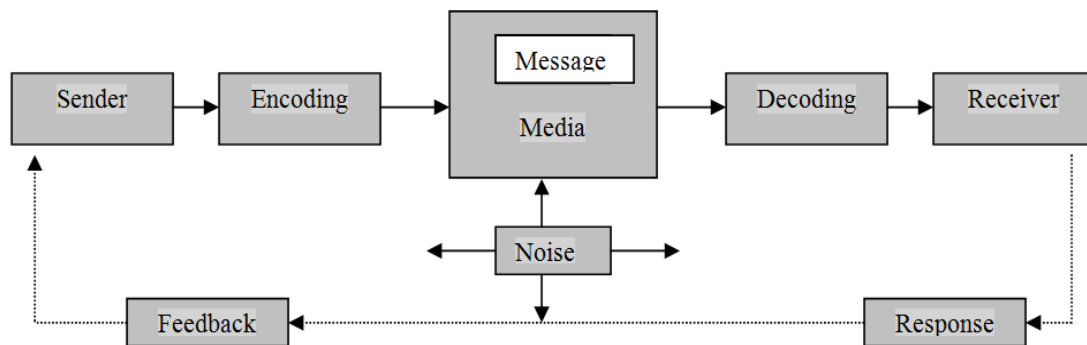


Figure 12 Elements in the communication process.

(Source: Marketing for Hospitality and Tourism; Philip Kotler e. a.)

4. Define **THREE (3)** levels of listening and describe why listening is important to Customer Service Manager and providing **FOUR (4)** steps in the listening process.

(15 marks)

END OF EXAM PAPER