



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DRL1308 CUSTOMER SERVICE**
 Semester & Year : September - December 2016
 Lecturer/Examiner : Katrina Chua
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 PART A (30 marks) : Answer all THIRTY (30) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
 PART B (70 marks) : Answer all FIVE (5) short answer questions. Answers are to be written 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 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 = 7 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S) : There are **FIVE (5)** short answer questions, answer **ALL** questions. Write your answer in the Answer Booklet(s) provided.

QUESTION 1

List and briefly explain **FIVE (5)** essential needs of every customer. (10 marks)

QUESTION 2

Describe **FIVE (5)** techniques for exceeding customers' expectations. (10 marks)

QUESTION 3

- a) In coping with challenging customers, what type of customer do you find most challenging and why? (5 marks)
 - b) Identify and explain **FIVE (5)** characteristics of challenging customers. (10 marks)
- (Total 15 marks)

QUESTION 4

- a) Explain leadership in the context of customer service industry. (5 marks)
 - b) Identify and explain **FIVE (5)** characteristics of an excellent leader. (10 marks)
- (Total 15 marks)

QUESTION 5

You are asked by your superior to develop a customer – retention program for the retail outlet you are working at. There are some guidelines to consider when developing the customer-retention program. Identify and explain **FIVE (5)** guidelines of the customer-retention program. (20 marks)

END OF EXAM PAPER