



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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

Student ID (in Words) : _____

Subject Code & Name : **BRL1302 Retail Customer Service**
Semester & Year : September – December 2017
Lecturer/Examiner : Mr. Philip Kwan
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. 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) : FIVE (5) short answer questions. Answer ALL 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 = 9 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S) : FIVE (5) short answer questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.

1. Conveying good intentions to the customer is necessary for a successful company. Identify and briefly describe **FIVE (5)** core competencies of a customer service staff. (10 marks)

 2. Discuss **FIVE (5)** benefits of quality 'Customer Support' to the success of a retail outlet. (12 marks)

 3. Handling difficult customers could be the most challenging task to customer service staff nowadays. Identify and explain the **FIVE (5)** techniques for handling difficult situations. (16 marks)

 - 4 a. Differentiate between 'Active Listener' and 'Passive Listener'. (6 marks)

 - 4 b. Discuss the importance of active listening to retail customer service staff. (10 marks)
- [Total: 16 marks]
-
5. Handling calls professionally is relatively critical to the retail customer service staff. Elaborate in details the proper procedures when answering a telephone call. (16 marks)

END OF EXAM PAPER

