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FINAL EXAMINATION**

COURSE NAME : PROFESSIONAL DEVELOPMENT &
CUSTOMER SERVICE

COURSE CODE : DHM 1043

EXAMINATION : JUNE 2024

DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This question paper consists of **THREE (3)** parts:
 - PART A (30 Marks)
 - PART B (50 Marks)
 - PART C (20 Marks)
2. Candidates are not allowed to bring any material to examination room except with the permission from the invigilator.
3. Please check to make sure that this examination pack consist of:
 - i. The Question Paper
 - ii. An Objective Answer Paper
 - iii. An Answering Booklet

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO

*This examination paper consists of **12** printed pages including front page*

PART A

This part contains **THIRTY (30)** questions.

Answer ALL in Objective Answer Paper.

1. What is the last procedure for an efficient time management?
 - A Develop a work schedule.
 - B Rank the tasks in order of importance.
 - C Anything that can be offered to a market for attention.
 - D Written or oral description and a visual representation.

2. The sign of unstressed is _____
 - A insomnia.
 - B stomach pain.
 - C calm and peace.
 - D inability to concentrate.

3. What is the employer's expectation for their employee?
 - A Have rest period time.
 - B Initiative and motivation.
 - C Good supervision and training.
 - D Little knowledge and positive attitude.

4. What are the abuses that always happen in the workplace?
 - A Child abuse.
 - B Account abuse.
 - C Expense abuse.
 - D Expense account abuse.

5. Which are the types of larceny in petty theft?
- i. Larceny.
 - ii. Petty larceny.
 - iii. Grand larceny.
 - iv. Small larceny.
- A i only
B i, ii only
C ii, iii only
D ii,iv only
6. What is customer service?
- A The service that treats everyone with special respect.
 - B The service that involves developing bonds with customers.
 - C The service that meets the needs of their internal customers.
 - D The service provided before, during and after purchase and using good and services.
7. Who is an internal customer?
- A Client.
 - B Supplier.
 - C Vendors.
 - D Co-workers.
8. How to exceed customer expectations?
- A Misleading customer.
 - B Let the customer wait for the reply.
 - C Weave the service culture into education.
 - D Give the service more than the customer expects.

9. What is the perception of people thinking about group affiliations?
- A What does a person look like?
 - B What is the person's position in society?
 - C What kind of qualities are associated with each group?
 - D How does this person act, in terms of the behavioral style characteristics?

10. Which one is the characteristics of physical qualities?

- A Religious.
- B Stressed out.
- C Subordinates.
- D Facial features.

11. Arrange the problem-solving process in customer service below in the correct order.

- | | |
|------|------------------------------|
| i. | Identify the problem |
| ii. | Identify alternatives |
| iii. | Compile and analyse the data |
| iv. | Evaluate alternative |

- A i, iii, ii i and iv.
- B i, ii, iii and iv.
- C ii, i, iii and iv.
- D i,iii, iv and ii.

12. How do you apologize to a customer professionally?

- A Argue with the customer.
- B Acknowledge the customer's feelings.
- C Assume the customer's needs are trivial.
- D Request the opportunity to stop doing business in the future.

13. The last step problem solving strategy is _____
- A follow up.
 - B empathize.
 - C take action.
 - D reacts to remarks or actions.
14. To enhance the service experience, you need to _____
- A be an old customer.
 - B align your offered service with your brand.
 - C get new potential customers and repeat customers.
 - D understand the demographics and communication preferences of your customer.
15. The system that is not using internet for the customer service is _____
- A telegram.
 - B electronic mail.
 - C internet call back.
 - D online information fulfillment system.
16. Blaming others for their weakness or faults is the sign of _____
- A low self-esteem.
 - B high self-esteem.
 - C expressing positive self-esteem.
 - D exposing commendable self- esteem.
17. Things to consider when setting goals is mentioned below, except _____
- A health.
 - B finances.
 - C relationship.
 - D imitating someone.

18. SMART goals stands for five qualities, that is
- A special, measurable, attraction, relief and timid.
 - B speech, manipulative, attraction, relief and timid.
 - C specific, measurable, attainable, relevant and timely.
 - D specific, manipulative, attainable, relevant and timely.
19. The statements given are examples of an action plan except _____
- A chart the route.
 - B determine the goal.
 - C review the action plan.
 - D ignore the goal achievement.
20. Grooming, manners and etiquette relates to _____
- A professional image.
 - B professional judgment.
 - C professional management.
 - D professional accountability.
21. What is attitude?
- A Attitude is an image.
 - B Attitude is a consumer behavior.
 - C Attitude is how a person thinks about it.
 - D Attitude is how a person feels about something.
22. Which of the following are unproductive attitudes?
- A Envious, Conceited, Apathetic, Rude.
 - B Helpful, Cheery, Confident, Supportive.
 - C Fearful, Helpful, Confident, Supportive.
 - D Envious, Confident, Kind- hearted, Supportive.

23. The criteria for professional image is _____
- A etiquette and no manners.
 - B bad communications skills.
 - C bad attitude and appearance.
 - D appropriate professional image.
24. Attitude can be improved with _____
- A using the image of others as a role model.
 - B creating a negative atmosphere around you.
 - C visualizing the attitudes you don't want to improve.
 - D resolving to adopt those attitude you want to improve.
25. The example of a nonverbal message is _____
- A smiling.
 - B speaking.
 - C making phone call.
 - D Face to face meeting.
26. Hearing or reading only what you want to hear or read is the example of _____
- A variance communication.
 - B diversity communication.
 - C multiplicity communication.
 - D selective communication.
27. The difference between fact and opinion is _____
- A facts is based on personal beliefs and feelings.
 - B opinion is based on personal beliefs and feeling.
 - C any messages that can't be proven is called fact.
 - D any information that is not confirmed is called fact.

28. Causes of stress are _____
- A panic, patient and tranquil.
 - B happiness, anxiety and calm.
 - C anxiety, pressure and misery.
 - D patient, pressure and misery.
29. The statement given is the tips on how to relax when the pressure is on except _____
- A take a power nap.
 - B do a relaxing exercise.
 - C keep something humorous on hand.
 - D continue the duties even when we are stressed.
30. What is the thinking skills that work through unrelated data to a solution?
- A Memory.
 - B Cognition.
 - C Divergent thinking.
 - D Convergent thinking.

[30 MARKS]

PART B

This part contains **SEVEN (7)** questions.

Answer ALL questions in Answering Booklet

QUESTION 1

Goal setting is a powerful process for thinking about our ideal future and for motivating ourselves.

- a. Classify **five (5)** broad aspects that are important when setting your goals.
(5 marks)

- b. Classify **five (5)** ways how to create an action plan in order to achieve your goals.
(5 marks)

QUESTION 2

- a. What is professional image?
(1 mark)

- b. Identify **four (4)** considerations when we wear our professional dress or uniform.
(4 marks)

QUESTION 3

Manners and etiquette helps us to get along with others and it promotes respects.

- a. Describe **four (4)** examples of good behaviors that lead to good manners and etiquette.
(4 marks)

QUESTION 4

Our good and bad attitudes can have a powerful influence on our behavior in various situations. They are formed from our life experiences and social influences.

a. Identify **five (5)** examples of productive attitudes. (5marks)

b. State **five (5)** examples of unproductive attitudes. (5 marks)

QUESTION 5

Listening skill is the ability to pay attention to and effectively interpret what other people are saying.

a. Discover **four (4)** barriers of good listening skills. (4 marks)

b. Indicate **four (4)** methods how to improve our good listening skills. (4 marks)

QUESTION 6

Anger management is a psychotherapeutic program for anger prevention and control.

a. What is anger? (1 mark)

b. To avoid anger, apply **five (5)** examples of anger plan. (5 marks)

QUESTION 7

When working in customer service, we are dealing with many different situations and with various types of customers.

a. Differentiate between internal and external customers.

(2 marks)

b. Explain **five (5)** costs of losing a customer.

(5 marks)

[50 MARKS]

PART C

This part contains of **TWO (2)** questions.

Answer ALL questions in Answering Booklet.

QUESTION 1

Mistakes and bad news are inevitable; therefore an effective apology and conveying bad news are one of the most important tools in workplace communication between customers and co-workers.

Apply **five (5)** approaches to apologizing and conveying/bringing bad news. Give the example to support your answer.

(10 mark)

QUESTION 2

A problem solving strategy is a technique people use to better understand the problems they face and to develop optimal solutions.

Apply **five (5)** problem solving strategies and give the example to support your answer.

(10 mark)

[20 MARKS]

END OF QUESTION PAPER

