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FINAL EXAMINATION**

**COURSE NAME : PROFESSIONAL DEVELOPMENT &
CUSTOMER SERVICE**

COURSE CODE : DHM1023

EXAMINATION : APRIL 2019

DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This examination 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 consists of:
 - i. Question Paper
 - ii. Objective Answer Paper
 - iii. Answering Booklet

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

*This examination paper consists of **11** printed pages including front page*

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PART A

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

Answer **ALL** in Objective Answer Paper.

1. What is self-esteem?

- A The imperfection in your personality.
- B The goals to visualize your future self.
- C The extent to which you respect yourself.
- D The challenges that you will meet everyday.

2. Career interest and aptitude tests can help you _____

- A to believe your ability and your worth or value.
- B to know about your attitude toward career that you apply.
- C understand your potential for success in various career field.
- D get a full mark in your final examination during your diploma.

3. What is the criterion for SMART goals?

- A Health
- B Career
- C Specific
- D Education

4. Who can help with the process of understanding and appreciating where you are in your personal and career development?

- A Intern
- B Mentor
- C Manager
- D Therapist

5. What is attitude?
- A A personal behavior
 - B A professional image
 - C A person think about you
 - D A person feels about something
6. How to improve your attitudes?
- A Try to imitiate someone else.
 - B Let the setbacks get the best of you.
 - C Create a positive atmosphere around you.
 - D Blame others for your own weaknesses or fault.
7. Which are the productive attitudes?
- A Supportive, Cheery, Kindhearted, Sarcastic and Helpful.
 - B Impatient, Confident, Kindhearted, Supportive and Rude.
 - C Enthusiastic, Confident, Pessimistic, Supportive and Rude.
 - D Patient, Confident, Kindhearted, Supportive and Friendly.
8. Grooming involves _____.
- A clothing care
 - B appropriate dining rules
 - C overall cleanliness of your body
 - D body posture and facial gestures

9. Which one is the verbal message?

- A Writing
- B Smiling
- C Imagine
- D Winking

10. _____ is the technical terminology or characteristic words and idea that belong to a specific type of work or field of knowledge.

- A Jargon
- B Insomnia
- C Inflection
- D Enunciation

11. What is a barrier to listening?

- A Noise
- B Jargon
- C Choices of word
- D Inappropriate volume

12. What characteristic of a good voice that you will want to work on as you develop your skills as a conversationalist?

- A Talk fast
- B Good pitch
- C High volume
- D Low intonation

13. How to relax when the pressure is on?

- A Take a power nap.
- B Focus on the problem.
- C Finish your job quickly.
- D Overpowering urge to cry.

14. What is the component in thinking skills?

- A Flexibility thinking
- B Divergent thinking
- C Nuanced judgement
- D Discovering structure

15. What is integrity?

- A An easy return policy.
- B Abuses of fringe benefits.
- C Adherence to a code of moral value.
- D Showing to the customer that you care.

16. What is the right thing you should do as a worker?

- A Loyalty
- B Drink alcohol
- C Abuse of fringe benefit
- D Expense account abuse

17. What is customer service?

- A Concept or practice use to fulfill a customer's satisfaction.
- B Service provided to customer before, during and after purchases.
- C Companies spend a lot of time and money to attract new customers.
- D The more businesses use high tech system, the more they need to emphasize high touch.

18. Who is the external customer?

- A Workers
- B Vendors
- C A manager
- D A supervisor

19. What is cost of losing customers?

- A The worker will be happy.
- B Meaning lost sales and revenue.
- C The cost of raw item will increase.
- D Manager can open another franchise.

20. Why we should measure customer's satisfaction?

- A Because customer is always right.
- B So that we can get more profit and revenue.
- C To get an experience when handling the customers.
- D To learn on how to improve quality and to increase customer satisfaction.

21. What is the barrier to an excellent customer service?

- A Pass the buck.
- B Giving the correct information.
- C Present a clean and professional look.
- D Reply immediately to customer complaint.

22. What is customer expectation?

- A Sympathy
- B Hindrance
- C Discourtesy
- D Personal attention

23. How to exceed customer satisfaction?

- A Think and act like the manager.
- B Do not give the correct directions.
- C Ask the customer what they want.
- D Give service more than the customer expect.

24. What is the element of success in customer service?

- A Focus on the customer.
- B Argue with the customer.
- C Let the customer wait for reply.
- D Customer needs are not important.

25. What is the last step of problem solving process in customer service?

- A Make a decision.
- B Monitor the result.
- C Identify alternative.
- D Identify the problem.

26. When apologizing to customers it is important to _____

- A ask the problem.
- B convey sincerity.
- C force them to pay.
- D argue the complaint.

27. What is the important strategy to solve the customers' problem?

- A Give them free gift.
- B Pampered the customer.
- C Take an immediate action.
- D Serve the drink to cool down.

28. How to improve internet customer service?

- A Setup an online FAQ page.
- B Upgrade information system.
- C Compile and analyse the data.
- D Use the new version of computer.

29. How to build customer royalty?

- A Display caring.
- B Thrive on change.
- C Argue with a customer.
- D Give incorrect information.

30. What is a call center?

- A As a place to release stress.
- B Reminders of tasks that need to be handled.
- C Use to call the organization for a variety of functions.
- D Allows users to make phone calls, send e-mail and text message.

[30 MARKS]

PART B

This part contains of **TEN (10)** questions.
Answer ALL questions in Answering Booklet.

QUESTION 1

Describe **seven (7)** tips for improving internet customer service

(7 marks)

QUESTION 2

List **five (5)** barriers to problem solving and decision making

(5 marks)



QUESTION 3

Give **five (5)** factors affecting perceptions on customer service.

(5 marks)

QUESTION 4

Identify **five (5)** costs of losing a customer

(5 marks)



QUESTION 5

List **four (4)** employer expectation when they accept you as a worker.

(4 marks)

QUESTION 6

Describe **four (4)** steps for efficient time management

(4 marks)

QUESTION 7

Give **three (3)** styles of communication

(3 marks)

QUESTION 8

Identify **six (6)** criteria of professional appearance.

(6 marks)

QUESTION 9

List **five (5)** things to do for building self esteem.

(5 marks)

QUESTION 10

Give **six (6)** barriers to an excellent customer service.

(6 marks)

[50 MARKS]

PART C

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

Answer ALL questions in Answering Booklet.

QUESTION 1

The secret of being a good conversationalist is to just be you. If you try to impress others by attempting to be someone you are not, you will be uneasy and guarded. This will make you and the receiver of the message uncomfortable.

Briefly explain **five (5)** ways to improve conversational skills.

(10 marks)

QUESTION 2

Customers expect effective, efficient service and value for their money. Customers also expect certain common things that service providers can furnish. What customers needs are value for their money and / or effective, efficient service.

Determine **five (5)** common things that customers need.

(10marks)

[20 MARKS]

END OF QUESTION PAPER