



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

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

COURSE CODE : DHM1023

EXAMINATION : OCTOBER 2018

DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This examination paper consists of **THREE (3)** parts :
 - PART A (20 Marks)
 - PART B (50 Marks)
 - PART C (30 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. 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 9 printed pages including front page

PART A

This part contains of **TWENTY (20)** questions.

Answer ALL in Objective Answer Paper.

1. What is the criterion for SMART goals?
 - A Health
 - B Career
 - C Specific
 - D Education

2. _____ is the extent to which you like, accept and respect yourself.
 - A Self talk
 - B Self image
 - C Self control
 - D Self esteem

3. "Earn an associate's degree in Hotel Management within three years"
What kind of goal for the statement above?
 - A Long goal
 - B Short goal
 - C Clear goal
 - D Vague goal

4. What is the criterion of professional image?
 - A Pessimistic employee.
 - B Blaming for others fault.
 - C Appropriate appearance.
 - D Bad communication skill.

5. How to improve your attitudes?
- A Try to imitate 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.
6. How to avoid attitudes of others affect you?
- A Ignore what you hear or see.
 - B Talk with others about your best friend.
 - C Make a gossip or create dissension at work.
 - D Participate when your co worker ask to join them complaining.
7. What is jargon?
- A Separate facts from opinion.
 - B Terminology in specific field.
 - C Barriers to a communication.
 - D Ability to recognize information.
8. What is the barrier to listening?
- A Block out noise.
 - B Thinking ahead.
 - C Avoid being shy.
 - D Achieve eye contact.

9. 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.
10. What are the components in thinking skills?
- A Flexibility thinking.
 - B Divergent thinking.
 - C Nuanced judgement.
 - D Discovering structure.
11. What is integrity?
- A Easy return policy.
 - B Abuses of fringe benefits.
 - C Adherence to a code of moral value.
 - D Showing the customer that you care.
12. What is wrong ethic doing in work place?
- A Loyalty.
 - B Drink alcohol.
 - C Positive attitudes.
 - D Independant and productive.
13. Who is the internal customer?
- A Clients
 - B Vendor
 - C Supplier
 - D Employee

14. 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.

15. What is the barrier to excellent customer service?

- A Pass the buck.
- B Job knowledge.
- C Personal attention.
- D Psychological qualities.

16. How to exceed customer's expectation?

- A Present a dirty or unprofessional looks.
- B Argue with the fellow worker in front of a customer.
- C Provide service better than the customer can expect.
- D Weave a service culture into education and training system.

17. What is the first step of problem solving process in customer service?

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

18. What is a role of problem solving in customer service?

- A React to actions.
- B Conducts follow up.
- C Provide compensation.
- D Think like the customer.

19. How to build customer royalty?

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

20. How to improve internet customer service?

- A Take immediate action.
- B Setup an online FAQ page.
- C Compile and analyse the data.
- D Use the new version of computer.

[20 MARKS]

PART B

This part contains of **TEN (10)** questions.

Answer ALL questions in Answering Booklet.

QUESTION 1

List **FIVE (5)** things to do of building self esteem.

(5 marks)

QUESTION 2

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

(6 marks)

QUESTION 3

Give **THREE (3)** style of communication.

(3 marks)

QUESTION 4

Describe **FOUR (4)** steps for efficient time management.

(4 marks)

QUESTION 5

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

(4 marks)

QUESTION 6

Identify **FIVE (5)** cost of losing a customer.

(5 marks)

QUESTION 7

Give **FIVE (5)** factor of affecting perceptions on customer service.

(5 marks)

QUESTION 8

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

(5 marks)

QUESTION 9

Describe **SEVEN (7)** tips for improving internet customer service.

(7 marks)

QUESTION 10

Give **SIX (6)** barriers to excellent customer service.

(6 marks)

[50 MARKS]

PART C

This part contains of **THREE (3)** 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 is value for their money and / or effective, efficient service.

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

(10marks)

QUESTION 3

Imagine that you work as customer service representative at Philiea Resort and Spa. You have to apologize the customer about the accident happened during their stay at the resort.

Use **FIVE (5)** steps of professional approaches to apologizing to the customer.

(10 marks)

[30 MARKS]

END OF QUESTION PAPER