



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

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

COURSE CODE : DHM 1043

EXAMINATION : JUNE 2023

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 **13** printed pages including front page*



PART A

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

Answer ALL in Objective Answer Paper.

1. What is the objective for Self- Improvement Plan?
 - A To achieve goal in life.
 - B Mission of your future self.
 - C Measurable steps toward goal.
 - D Define accomplishment of objective.

2. SMART is _____
 - A SMART, MAINTAIN, ATTAINABLE, RESTLESS, TIDY.
 - B STRESSFUL, MEMORY, ASSIGN, READ, TIMEABLE.
 - C STRENGHT, MANAGE, ACTIVE, RATIONAL, TANGIBLE.
 - D SPECIFIC, MEASURABLE, ATTAINABLE, RELEVANT, TIMELY.

3.

‘ I want to be the best student in DIPLOMA HOTEL MANAGEMENT within three years at KYPJ’.
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The statement above may refer to _____

- A time goals.
 - B clear goals.
 - C vague goals.
 - D career goals.

4. What is the way to test interest, ability, and build self-confidence before committing to a career program?
 - A Mentoring.
 - B Segmenting.
 - C Measurable.
 - D An internship.

5. What is attitude?
- A Attitude is an image.
 - B Attitude is a consumer behavior.
 - C Attitude is how a person thinks.
 - D Attitude is how a person feels about something.
6. 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.
7. The criteria of professional image is _____
- A bad attitude appearance.
 - B etiquette and no manners.
 - C bad communication skills.
 - D appropriate professional image.
8. Attitude can be improved with _____
- A using the image of others as a role model
 - B creating negative atmosphere around you
 - C visualizing the attitudes you don't want to improve.
 - D resolving to adopt those attitude you want to improve.

9. **ATTENTION PLEASE !!!**

This statement may refer as _____

- A full attention.
- B listen actively.
- C good listening skills.
- D prepare yourself to listen.

10. How to have a good pitch in voice qualities?

- A Say the word correctly.
- B Adjust your voice clearly.
- C Express the meaning of words.
- D Relax and take a deep breath, you pitch will be smooth and improved.

11. What are the barriers of listening skills?

- i. Noise
- ii. Loudly
- iii. Listen actively
- iv. Thinking ahead

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

12.

" I am never wrong."
" Your opinion doesn't matter."
" Everyone should think like me."

This communication style is _____

- A Poor communication.
- B Passive communication.
- C Assertive communication.
- D Aggressive communication.

13. " What are all of our options here."
" I think we should go with this method."
" Even though we dont agree.I respect your opinion."

This communication style is _____

- A Poor communication.
- B Passive communication.
- C Assertive communication.
- D Aggresive communication.

14. " What I think doesnt matter."
" I dont care what we do here."
" I dont really have an opinion on this."

This communication style is _____

- A Poor communication.
- B Passive communication.
- C Assertive communication.
- D Aggresive communication.

15. What is the thinking skills that work through unrelated data to a solution?

- A Memory.
- B Cognition.
- C Divergent thinking.
- D Convergent thinking.

16. 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.

17. What is the cause of stress?

- A Insomnia.
- B Desperation.
- C Pounding heart.
- D Take power nap.

18. What is the employer expectation for their employee?

- A Have rest period time.
- B Initiative and motivation.
- C Good supervision and training.
- D Little knowledge and positive attitude.

19. Which are the types of larceny in petty theft?

- i. Larceny
- ii. Petty larceny
- iii. Theft larceny
- iv. Grand larceny

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

20. What are the abuses that always happen in the workplace?

- A Child abuse.
- B Account abuse.
- C Expense abuse.
- D Expense account abuse.

21. 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.

22. Who is internal customer?

- A Clients.
- B Supplier.
- C Vendors.
- D Co-workers.

23. How to exceed the customer expectation?

- A Misleading customer.
- B Let the customer wait for the reply.
- C Give the service more than the customer expects.
- D Weave the service culture into education and training system.

24. 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?

25. Which one is the characteristics of physical qualities?

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

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

27. How do you apologize to a customer professionally?

- A Mental set fixed.
- B Convey sympathy.
- C Acknowledge customer's feeling.
- D Request the opportunity to stop doing business in the future.

28. Last strategy for problem solving is to _____

- A empathize.
- B follow up .
- C take action.
- D react to remarks or actions.

29.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 customer andrepeated customer.
- D understand the demographics and communication preferences of your customers.

30. What is CRM?

- A Customer Report Management.
- B Customer Repeat Management.
- C Customer Responsibility Managing.
- D Customer Relationship Management.

[30 MARKS]

PART B

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

Answer ALL questions in Answering Booklet

QUESTION 1

In 2020, most people feel stress because of job loss due to Covid-19. They need to do many jobs to cover their living expenses.

- a. Based on the situation above, interpret **five (5)** causes of stress that can occur among them.
(5 mark)
- b. Summarize **five (5)** stress signals that can relate with the situation above.
(5 mark)

QUESTION 2

Zainab hired a new chef for her restaurant. She has a very high expectation towards her new employee intake.

As the employer of the company, classify four **(4)** expectations that should be acquired by her employee.

(4 mark)

QUESTION 3

Petty theft constantly happens at the workplace. Executive Housekeeper had caught his housekeeper stealing some linen. He always noticed that pillowcases keep on decreasing at linen store.

- a. Based on your understanding, paraphrase the meaning of petty theft.
(2 mark)
- b. Larceny is a theft. Relate **two (2)** types of larceny that always happen in the workplace.
(2 mark)

QUESTION 4

Nasrul had been asked by his manager to present during a meeting. In meeting, Nasrul spoke too fast and did not give other people a chance to let their ideas or suggestions be heard. This is because he is shy to speak in front of many people. Overall, all people in the meeting felt uncomfortable with his presentation.

- a. Based on the situation above, compare **five (5)** on how Nasrul can improve his conversational skill. **(5 mark)**
- b. If Nasrul is given a chance to listen to other people's ideas, extract **four (4)** ways to improve his listening skills. **(4 mark)**

QUESTION 5

All companies have customers inside and outside the organization. Every customer expects they can get effective service and the product must bring value for their money. Hence, all companies have to make sure they can fulfill their customers' needs before they lose their customer.

- a. Contrast **five (5)** concepts of customer needs. **(5 mark)**
- b. Based on the statement above, cite **five (5)** implications of losing a customer. **(5 mark)**

QUESTION 6

Customer service is the service provided to customers before, during and after purchasing and using goods and services.

a. Identify customer service and give an example.

(3 mark)

b. Apply five (5) examples of customer service.

(5 mark)

QUESTION 7

Anger is an emotional reaction to events or things which happen. It is possible to learn how to control your frustration by practicing anger management techniques on your own.

Develop five (5) plans on handling anger management.

(5 mark)

[50 MARKS]

PART C (20 MARKS)

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

Answer ALL questions in Answering Booklet.

QUESTION 1

A critical listener determines the accuracy of the message and identifies the main ideas and details being imparted. You will need to evaluate each message by deciding what fact is and what opinion is. Separate things that can be proven, are called facts. Opinion is based on personal beliefs or feeling.

Interpret **five (5)** types of good listening skills and give the example to support your answer.

(10 mark)

QUESTION 2

Perception can be defined as how someone views an item, situation or others. Meanwhile stereotype refer to generalization made about an individual or group and not based on reality. For customer contact personnel to deliver service that meets customer's expectations, they must first understand what it is the typical customer expects.

Apply **five (5)** categories of level expectation in the challenges of customer service and give the example to support your answer.

(10 mark)

[20 MARKS]

END OF QUESTION PAPER

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2
3

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