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**KOLEJ YAYASAN PELAJARAN JOHOR  
ONLINE FINAL EXAMINATION**

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

**COURSE CODE : DHM1023**

**EXAMINATION : JUNE 2022**

**DURATION : 3 HOURS**

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**INSTRUCTION TO CANDIDATES**

1. This question paper consists of **FOUR (4)** parts :
  - PART A (20 Marks)
  - PART B (20 Marks)
  - PART C (40 Marks)
  - PART D (20 Marks)
2. Please refer to the detailed instructions in this question paper.
3. Answer ALL questions in the answer sheet which is A4 size paper (or other paper with of the relevant lecturer).
4. Write your details as follows in the upper left corner for each answer sheet:
  - i. Student Full Name
  - ii. Identification Card (I/C) No.
  - iii. Class Section
  - iv. Course Code
  - v. Course Name
  - vi. Lecturer Name
5. Each answer sheet must have a page number written at the bottom right corner.
6. Answers should be **neat and clear in handwritten form.**

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

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*This examination paper consists of **13** printed pages including front page*

**PART A**

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

Answer ALL questions in Answer Sheet.

1. What is the meaning of self-esteem?
  - A The extent to which you like, accept and respect yourself.
  - B The extent to which you dislike, focus and imitate yourself.
  - C The extent to which you like, improved and resentment yourself.
  - D The extent to which you dislike, anxiety and contagious yourself.
  
2. Which of the following is **NOT** an example reaction of the person who has low self-esteem?
  - A Expressing few emotions.
  - B Feeling strong and competent.
  - C Being influenced easily by others.
  - D Becoming easily frustrated or defensive.
  
3. How to build your self-esteem?
  - A Unplanned for your future
  - B Focus on your achievements
  - C Talk with others about your fault qualities
  - D Remember what you dislike about yourself
  
4. Which of the following is **NOT** the main aspect that is important when setting goals in your life?
  - A Hobby.
  - B Family.
  - C Money.
  - D Feeling.

5. What is the name of the programme to help employees deal with personal problems that might affect their job performance, health and well-being?
- A Employee Assertive Programme (EAP).
  - B Employee Assurance Programme (EAP).
  - C Employee Assistance Programme (EAP).
  - D Employee Assessment Programme (EAP).
6. Which of the following is an example of verbal message?
- A Tapping a foot.
  - B Pointing a finger.
  - C Speaking in English.
  - D Scratching the heads.
7. What are the **TRUE** steps of basic communication?
- A Message, sender, feedback, receiver.
  - B Sender, message, receiver, feedback.
  - C Feedback, receiver, message, sender.
  - D Receiver, feedback, sender, message.

8.

- Jargon
  - Choice of word
  - Selective communication

**Statement 1.0**

The statements 1.0 are referring to \_\_\_\_\_.

- A poor communication
- B steps of communication
- C barriers of communication
- D benefits of communication

9. Which of the following is a style of communication?

- A Voice.
- B Feeling.
- C Emotion.
- D Assertive.

10.

- Black out noise
  - Provides feedback
  - Listen with open mind

**Statement 2.0**

The statement 2.0 above refer to \_\_\_\_\_.

- A listen actively
  - B prepare yourself to listen
  - C avoid emotional responses
  - D learn to shift from speaker to listener
11. What is the meaning of integrity?
- A Adherence to a code of moral value.
  - B Adherence to a code of knowledge and skills.
  - C Adherence to a code of employer expectation.
  - D Adherence to a code of productive work habits.
12. What are the types of petty theft?
- A Larceny and larcenist.
  - B Perfect and perfectionist.
  - C Operation and operationist.
  - D Reception and receptionist.

13. As an employee, how do you understand towards employer expectations?
- A You expect good supervision and training.
  - B You expect unreasonable safe, unpleasant place to work.
  - C You expect the employer to be dishonest with you and bias.
  - D You expect to be not allowed to learn and progress on the job.
14. What kind of abuse that always happen in the workplace?
- A Salary.
  - B Allowance.
  - C Commission.
  - D Expense account.
15. What is the right thing you should do as an employee?
- A Be loyal.
  - B Take a drug.
  - C Drink alcohol.
  - D Abuse of fringe benefit.
16. Which of the following is an element of success towards the challenges of 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.
17. What is the barrier to excellent customer service?
- A Pass the buck.
  - B Job knowledge.
  - C Personal attention.
  - D Psychological qualities.

18. How to exceed customer satisfaction?
- A Present a dirty or unprofessional looks.
  - B Give conflicting or incorrect information.
  - C Argue with the fellow worker in front of a customer.
  - D Provide the better service than the customer can expect.
19. What is the factor affecting the power of perceptions?
- A Social media.
  - B Physical qualities.
  - C Geographic qualities.
  - D Group engagements.
20. Which type of people that involves in social behaviours?
- A Leader.
  - B Superior.
  - C Manager.
  - D Subordinates.

[20 MARKS]

**PART B**

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

Answer ALL questions in Answer Sheet. .

<b>VoIP</b>	<b>Call centers</b>	<b>Make a decision</b>	<b>Feelings</b>	<b>Convey sincerity</b>
<b>Monitor the results</b>	<b>Podcast</b>	<b>Follow up</b>	<b>Wikis</b>	<b>Take action</b>
<b>Show compassion</b>	<b>E-commerce</b>	<b>FAQ</b>	<b>Apologize</b>	<b>Reassure</b>
<b>Blogs</b>	<b>Pamper the customer</b>	<b>Cell phone</b>	<b>Empathize</b>	<b>Text messaging</b>

1. \_\_\_\_\_ is to let customers know that you are concerned, that you do appreciate their views, feelings, or concerns and that you will do your best to serve them.
2. Once you have gathered enough information to determine an appropriate response, get agreement from your customer and then \_\_\_\_\_.
3. Once a customer transaction is completed, make sure that any necessary \_\_\_\_\_ actions are begun.
4. Make customer feel special and important then treat them as if they are the center of your attention and that you are there for no other purpose than to serve them. This statement is referring to \_\_\_\_\_.
5. Once you have made a decision and \_\_\_\_\_. Do not assume that your customer is satisfied, especially if any negotiation occurred between the two of you.
6. \_\_\_\_\_ are becoming more sophisticated every day and have traditionally functioned as a way to share voice and text information with customers.

7. Many employers and organizations are using websites which is \_\_\_\_\_ to allow a form of social networking among their internal customers employee.
8. A key component of a successful \_\_\_\_\_ is to have a webmaster or editor who monitors comments to prevent someone from posting obscenities or other embarrassing or damaging information.
9. \_\_\_\_\_ is a form of media that can share information such as advertisements, product information, training program content, entertainment or information updates with potential and current customers or the community.
10. Travel agencies, entertainment companies, and others that deal with scheduling, events and changing information for customers use the \_\_\_\_\_ to sent short updates or information related to products and events to customer cellular phones.
11. To help customer see that your remorse and desire to solve a problem are genuine, you must \_\_\_\_\_ or demonstrate empathy.
12. Many service providers do not accept responsibility or \_\_\_\_\_ when customers become dissatisfied. It should be delivered in person, by the phone call or written letter.
13. When apologizing to customers it is important to \_\_\_\_\_. If we say that we regret that an error was made, the manner in which we say it should demonstrate our regret.
14. Electronic commerce is a new and powerful way to employ technology to conduct business. Because of the expansion technology used by customer support staff in many organizations, customer contact or \_\_\_\_\_ providing technology based are on the rise.



15. An \_\_\_\_\_ page is a huge timesaver, which frees up your time to attend to more pressing matters. It will be worth your effort to set up a dedicated page and even a dedicated email specifically for customer inquiries.
16. \_\_\_\_\_ is a piece of technology that has made real-time customer support over the internet a reality via the icons displayed on some shopping websites saying, "Click Here for Live Online Support".
17. On the basis of the questions in step evaluate alternative and any others you wish to use in evaluation, \_\_\_\_\_ on what your course of action will be.
18. Take measures to let customers know that you and the organization have their best interests at heart. Stress their value to you and your commitment to resolving their complaints. This statement is referring to \_\_\_\_\_.
19. By indicating to customers that we recognize their \_\_\_\_\_ and emotions, we send the message that we care.
20. The influence is so significant in terms of dollars that the way that organizations to do business using technology has been labelled \_\_\_\_\_.

**[20 MARKS]**

**PART C**

This part contains of **EIGHT (8)** questions.

Answer ALL questions in Answer Sheet.

**QUESTION 1**

Personal grooming habits are also very important in your professional image. You must develop and practice good grooming habits to ensure that your appearance is clean and polished in your professional role.

Build **five (5)** aspects of grooming on your body.

(5 marks)

**QUESTION 2**

As a professional, you want to practice a code of personal behaviour that demonstrates respect for your organization and the people who work with you.

Construct **five (5)** criterias of personal behavior.

(5 marks)

**QUESTION 3**

Another significant component of your professional image is your ability to communicate effectively with others. Communication should be clear, concise and accurate.

Apply **five (5)** ways of effective communication.

(5 marks)

**QUESTION 4**

Stress is not a medical diagnosis, but severe stress that continues for long time may lead to a diagnosis of depression or anxiety or more severe mental health problems.

Interpret **five (5)** causes of stress.

(5 marks)

**QUESTION 5**

We all sometimes talk about stress and feeling stressed, usually when we feel we have too much to do and too much on our minds, or other people are making unreasonable demands on us, or we are dealing with situations that we do not have control over.

Prepare **five (5)** tips on how to relax when the pressure is on.

(5 marks)

**QUESTION 6**

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.

Practice **five (5)** plans on handling anger management.

(5 marks)

**QUESTION 7**

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

Discover **five (5)** examples of customer service.

(5 marks)

**QUESTION 8**

Customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations.

Sketch **five (5)** the scopes of customer satisfaction measurement.

(5 marks)

**[40 MARKS]**

**PART D**

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

Answer ALL questions in Answer Sheet.

**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 which is fact and what is opinion. Separate things that can be proven, which are called facts. Opinion is based on personal beliefs or feeling.

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

(10 marks)

**QUESTION 2**

Perception can be defined as how someone views an item or situation, while 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 the typical customer expects.

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

(10 marks)

**[20 MARKS]**

**END OF QUESTION PAPER**