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FINAL EXAMINATION**

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

**COURSE CODE : DHM1023**

**EXAMINATION : OCTOBER 2016**

**DURATION : 3 HOURS**

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**INSTRUCTION TO CANDIDATES**

1. This examination paper consists of **FOUR (4)** :
  - PART A (20 Marks)
  - PART B (20 Marks)
  - PART C (40 Marks)
  - PART D (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. Question Paper
  - ii. Objective Answer Paper
  - iii. Answer Booklet

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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 10 printed pages including front page*

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**PART A**

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

Answer ALL in Objective Answer Paper.

1. What is attitude?
  - A. Is a professional image
  - B. Is how a person think about you
  - C. Is a personal behavior
  - D. Is how a person feels about something
  
2. Who can help with the process of understanding and appreciating where you are in your personal and career development?
  - A. Mentor
  - B. Manager
  - C. Therapist
  - D. Intern
  
3. What is self-esteem?
  - A. The imperfection in your personality
  - B. The extent to which you like, accept and respect yourself
  - C. The challenges that you will meet everyday
  - D. The goals to visualizing your future self
  
4. Career interest and aptitude tests can
  - A. Help you better understand your potential for success in various career field
  - B. Help you get job experience
  - C. Help you to know about your attitude toward career that you apply
  - D. Help you to belief your ability and your worth or value

5. Cognition can be defined as
- A. Ability to recognize and pick out bits and pieces of information
  - B. Ability to make wild guesses
  - C. Ability to produce many ideas quickly
  - D. Ability to produce a variety of ideas
6. Which is the verbal message?
- A. Tapping a foot
  - B. Written
  - C. Winking
  - D. Smiling
7. Which is the employer expectation?
- A. Unproductive work habits
  - B. Negative attitudes
  - C. Initiative and motivation
  - D. Little knowledge and skills
8. Creative thinking involves
- A. Memorization
  - B. Elaboration
  - C. Logic
  - D. Imagination
9. \_\_\_\_\_ is the legal term for stealing something of great value.
- A. Petty theft
  - B. Grand theft
  - C. Petty larceny
  - D. Grand larceny

10. \_\_\_\_\_ is the technical terminology or characteristic words and idea that belong to a specific type of work or field of knowledge.
- A. Enunciation
  - B. Inflection
  - C. Jargon
  - D. Insomnia
11. Integrity is a (an)
- A. Benefit to worker
  - B. Reflection of his or her ethic
  - C. Social skill
  - D. Employer perfectionist
12. Which are the productive attitudes?
- A. Enthusiastic, Confident, Kindhearted, Supportive and Helpful
  - B. Enthusiastic, Cheery, Kindhearted, Sarcastic and Friendly
  - C. Impatient, Confident, Kindhearted, Supportive and Rude
  - D. Enthusiastic, Confident, Pessimistic, Supportive and Helpful
13. What is the barrier to excellent customer service?
- A. Pass the buck
  - B. Present a clean and professional look
  - C. Giving the correct information
  - D. Reply immediately to customer complaint
14. What is customer service?
- A. Is customer expectation of service that the company provide
  - B. Is anything we do for the customer that enhances the customer experience
  - C. Is customer's overall feeling of contentment with a customer interaction
  - D. Is an appreciation of customer to the service providers

15. What is the last step of problem solving process?

- A. Make a decision
- B. Identify the problem
- C. Monitor the results
- D. Compile and analyses the data

16. Five common things that customers need:

- A. Service, Price, Quantity, Idea, Appreciation
- B. Survey, Price, Quantity, Action, Appreciation
- C. Survey, Price, Quality, Action, Application
- D. Service, Price, Quality, Action, Appreciation

17. When apologizing to customers it is important to \_\_\_\_\_

- A. Ask the problem
- B. Force they to pay
- C. Argue the complaint
- D. Convey sincerity

18. How many types of customer?

- A. 3
- B. 4
- C. 2
- D. 1

19. What is customer expectation?

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

20. 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

[20 MARKS]

## PART B

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

Answer ALL in Objective Answer Paper.

1. Internet telephony allows users to have voice communications over the internet.
2. To solve the problem in customer service, you must think like the manager.
3. Podcasts is an application use to share information with customer or the community.
4. Acknowledge customer's feeling is the professional approaches to persuade customer.
5. Perception can be defines as how someone views an item, situation or others.
6. Customer expectation is the customer's overall feeling of contentment with a customer interaction
7. Customers expect that service employees will understand what they care about.
8. Serving the customer can cause over-reaction and even panic in the marketplace, with people asking what your customer knows that they do not.
9. Petty larceny describes the theft of something of a lesser value importance.
10. Many employers complain that the old people of today do not understand the importance of loyalty in the workplace.
11. The value and ethics that set standards for your conduct should be consistent with the expectations of your employer
12. To keep stress under control, you need to run away from the factors which create the stress in your life.
13. Anger management teaches you to recognize frustrations early on and settle them in a way that allows you to express your needs.
14. Aggressive communication happens when you simply give in without expressing your feelings or rights.
15. Selective communication means hearing or reading only what you want to hear or read.
16. Professional image consists of place, food hygiene and sanitation.
17. Enthusiastic, supportive and cheery are the examples of productive attitudes.
18. A scholarship is another way to test your interests and abilities and build your self-confidence before you commit to a career program.
19. Grooming involves overall cleanliness, hair, nails, teeth and makeup.
20. Self-actualization begins with visualizing your future, identify goals and devising action plans to meet those goal.

[20 MARKS]

**PART C**

This part contains of **NINE (9)** questions.  
 Answer ALL questions in Answer Booklet.

**QUESTION 1**

List FIVE (5) assistant on self- improvement plan

(5 marks)

**QUESTION 2**

Describe FOUR (4) reaction for those who have low self-esteem

(4 marks)

**QUESTION 3**

Identify THREE (3) productive attitude and THREE (3) unproductive attitudes

PRODUCTIVE ATTITUDES	UNPRODUCTIVE ATTITUDES

(6 marks)

**QUESTION 4**

List THREE (3) important things to remember about attitudes.

(3 marks)



**QUESTION 5**

State **FOUR (4)** causes of stress

(4 marks)

**QUESTION 6**

Describe **FIVE (5)** needs of customer

(5 marks)

**QUESTION 7**

List **FOUR (4)** examples of customer service

(4 marks)

**QUESTION 8**

Describes **FOUR (4)** barriers to excellent customer service

(4 marks)

**QUESTION 9**

List **FIVE (5)** technology and application used in customer service

(5 marks)

**[40 MARKS]**

**PART D**

This part contains of **TWO(2)** questions.  
Answer ALL questions in Answer Booklet.

**QUESTION 1**

Focusing on the customer's needs and seeking ways to satisfy their needs quickly while exceeding customer expectations are ways to prevent problem and dissatisfaction. The best way to deal with a service breakdown is to prevent it from occurring. However, problems always occur. **Explain briefly FIVE (5) steps of Professional Approaches to Apologizing and Conveying Bad News.**

(10 marks)

**QUESTION 2**

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. **Use FIVE (5) ways to improve your conversational skills when having a conversation.**

(10 marks)

**[20 MARKS]**

**END OF QUESTION PAPER**



