



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

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

COURSE CODE : DHM1023

EXAMINATION : OCTOBER 2019

DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

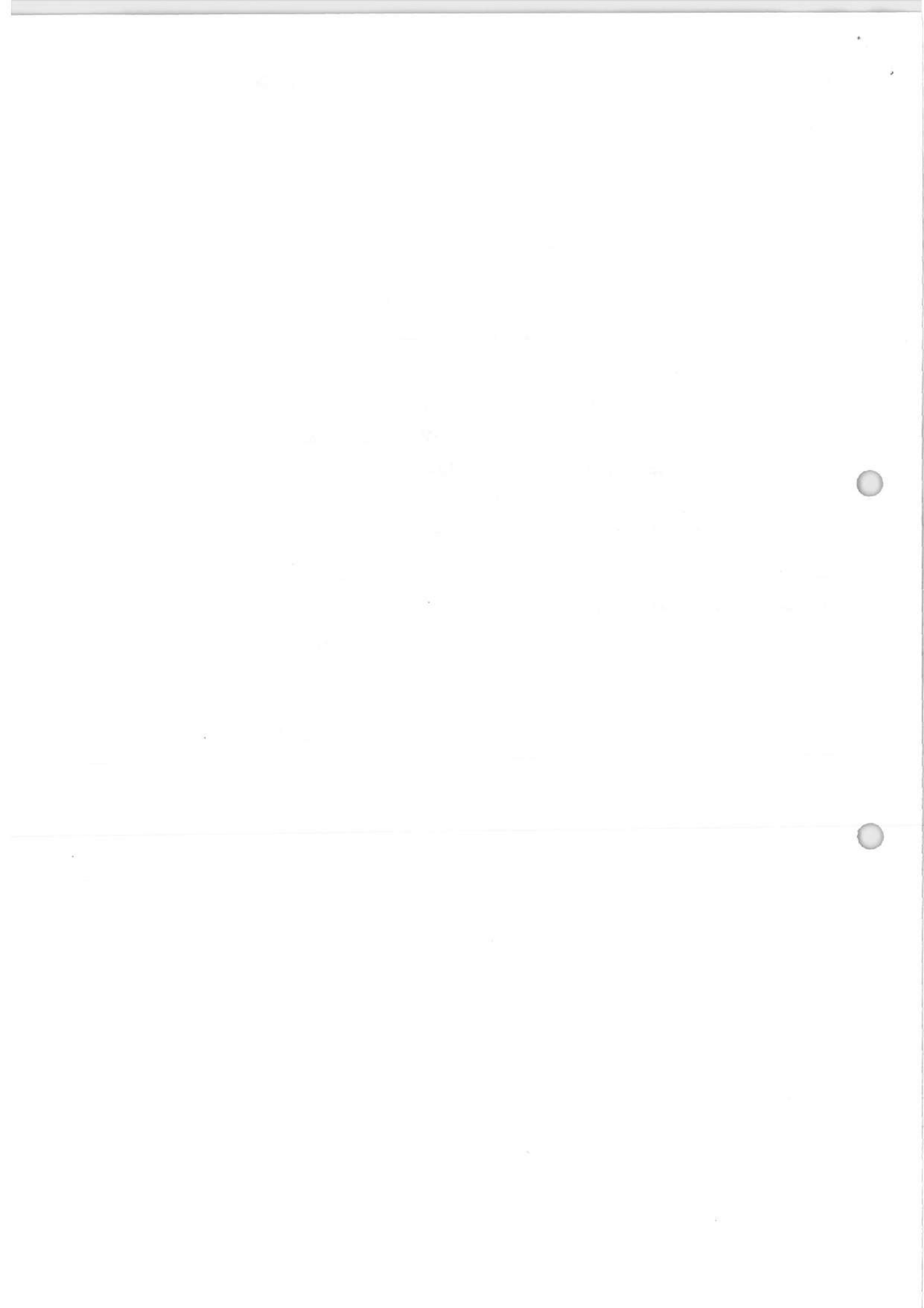
1. This examination paper consists of **FOUR (4)** parts :
 - PART A (20 Marks)
 - PART B (10 Marks)
 - PART C (50 Marks)
 - PART D (20 Marks)

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. 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 **11** printed pages including front page*



PART A

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

Answer ALL in Objective Answer Paper.

1. _____ begins with visualizing your future self, identifying specific and measurable goals and devising action plans to meet those goals.
 - A Self-service
 - B Self-esteem
 - C Self-confidence
 - D Self-improvement

2. "Objective" in the process of planning for self-improvement plan is referring to _____.
 - A vision of your future self
 - B focus on your achievements
 - C measurable steps towards goal
 - D describes accomplishment of objective.

3. SMART is memory device in which each letter of the word stands for _____.
 - A stress, memorable, abnormal, rational, timely
 - B stress, measurable, attainable, rational, timely
 - C specific, memorable, abnormal, relevant, timely
 - D specific, measurable, attainable, relevant, timely

4. The statement of "earn an associate's Diploma in Hotel Management within three years" refers to _____.
 - A time goals
 - B clear goals
 - C future goals
 - D vague goals

5. A _____ or therapist can help with the process of understanding and appreciating where you are in your personal and career development.
- A coach
 - B mentor
 - C manager
 - D counsellor
6. Which of the following is an example of verbal communication?
- A Tapping a foot.
 - B Pointing a finger.
 - C Speaking in English.
 - D Scratching the heads.
7. _____ is the technical terminology or characteristics words and idea that belong to a specific type of work or field of knowledge.
- A Jargon
 - B Insomnia
 - C Inflection
 - D Enunciation

8.

"Hearing or reading only what you want to hear or read. It is a common human characteristic to skip over the uncomfortable, the unpleasant or the difficult things in life".

Figure 1.0

The statements in Figure 1.0 are referring to _____.

- A poor communication
- B physical communication
- C distance communication
- D selective communication

9. Which of following is **NOT** a style of communication?

- A Active.
- B Passive.
- C Assertive.
- D Aggressive.

10.

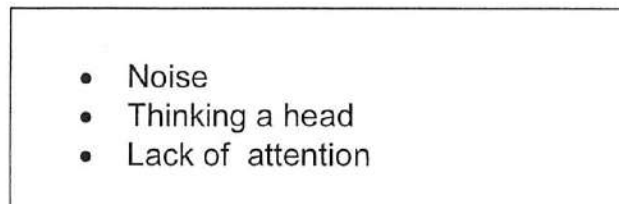


Figure 2.0

The statement in Figure 2.0 above are refers to _____.

- A listen actively
- B barriers to listening
- C avoid emotional responses
- D learn to shift from speaker to listener

11. What is the definition 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 larceny in the petty theft?

- A Petty and grand.
- B Perfect and grand.
- C Operation and grand.
- D Reception and grand.

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 wrong thing you always do as an employee?
- A Loyalty.
 - B Take a food.
 - C Drink beverages.
 - D Abuse of fringe benefit.
16. Which of the following is **NOT** an element of success towards the challenges of customer service?
- A Thrive on change.
 - B Unfocus on the customer.
 - C Weaves a service culture into education.
 - D Understand the role of the customer contact employee.
17. Which is **NOT** the barrier to excellent customer service?
- A Pass the buck.
 - B Argue with a customer.
 - C Leaves someone expecting reply.
 - D Presents a good and professional look.

18. Which of the following is a basic category level of expectation?

- A Sympathy.
- B Unaccessibility.
- C Inconsistency.
- D Personal attention.

19. What is the example of psychological qualities?

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

20. What is the main characteristic in social behaviours?

- A Leader.
- B Gender.
- C Paranoid.
- D Subordinates.

[20 MARKS]

PART B

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

Answer ALL questions in the Answering Booklet.

Internet Call Back	Availability	Electronic Mail	Functional Fixedness	Internet Telephony
Not Weighing Consequences	Confirmation Bias	Media Blending	World Wide Web	Mental Set

1. _____ is the tendency to perceive problems in a particular way by set determine which information we tend to retrieve from our memory to help us find a solution.
2. _____ is the inability to recognize familiar uses tools, concept for uses other than what we typically use them for.
3. _____ is the tendency to notice and remember evidence that supports our beliefs and to ignore evidence that contradicts them.
4. _____ is the tendency to make decision and solve problems based on the information that we have available at the time.
5. Another obstacle to decision making is _____, sometimes we see a solution or decision that we really like and we will commit and jump in before we consider how that solution or decision will impact our lives.
6. _____ system allows someone browsing the internet to click on words or phrases, enter his or her phone number and continue browsing.

7. _____ allows users to have voice communications over the internet.

8. _____ allows agents to communicate with a customer over a telephone line and at the same time information is displayed over the internet to the customer.

9. _____ allows customers to access information via telephone and then through prompting (using the telephone keypad), have the information delivered to them via e-mail.

10. An online information fulfillment system allows customers to go to the _____, access an organization website, and click on desired information. This is one the fastest – growing customer service technologies.

[10 MARKS]

PART C

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

Answer ALL questions in the Answering Booklet.

QUESTION 1

Write down **five (5)** considerations of selecting appropriate professional appearance.

(5 marks)

QUESTION 2

State **five (5)** types of non verbal communication.

(5 marks)

QUESTION 3

Give **five (5)** ways on how to overcome the negative attitudes.

(5 marks)

QUESTION 4

Illustrate **five (5)** components of thinking skills by J.P Guilford.

(5 marks)

QUESTION 5

Name **five (5)** specifications of creative thinking by E. Paul Torrance.

(5 marks)

QUESTION 6

Identify **five (5)** essentials of decision making process.

(5 marks)

QUESTION 7

Explain **five (5)** implication of losing customers.

(5 marks)

QUESTION 8

State **five (5)** needs of every customer in customer service.

(5 marks)

QUESTION 9

List down **five (5)** examples of external customer in customer service.

(5 marks)

QUESTION 10

Recognize **five (5)** strategies of problem solving.

(5 marks)

[50 MARKS]

PART D

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

Answer ALL questions in the 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 which is fact and which is opinion. Separate things that can be proven, which are called facts. Opinions are based on personal beliefs or feeling.

Identify and explain **five (5)** barriers of listening skills.

(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.

Determine and explain **five (5)** factors of affecting perception.

(10 marks)

[20 MARKS]

END OF QUESTION PAPER