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**KOLEJ YAYASAN PELAJARAN JOHOR  
FINAL EXAMINATION**

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

**COURSE CODE : DHM1023**

**EXAMINATION : APRIL 2018**

**DURATION : 3 HOURS**

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**INSTRUCTION TO CANDIDATES**

1. This examination paper consists of **THREE (3) parts**:
  - PART A (20 Marks)
  - PART B (40 Marks)
  - PART C (40 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 8 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 behaviour
  - 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, Kind-hearted, Supportive and Helpful
- B. Enthusiastic, Cheery, Kind-hearted, Sarcastic and Friendly
- C. Impatient, Confident, Kind-hearted, 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 them 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 **EIGHT (8)** questions.

Answer **ALL** questions in Answering Booklet.

**QUESTION 1**

List down any **FIVE (5)** reaction for those who have low self-esteem.

(5 marks)

**QUESTION 2**

Write down **FIVE (5) SMART** qualities.

(5 marks)

**QUESTION 3**

List down **FIVE (5)** productive versus unproductive attitudes.

(5 marks)

**QUESTION 4**

Write down any **FIVE (5)** nonverbal message are sent without words.

(5 marks)

**QUESTION 5**

List down any **FIVE (5)** ways to improve conversational skills.

(5 marks)

**QUESTION 6**

Give any **FIVE (5)** ways to keep stress under control.

(5 marks)

**QUESTION 7**

List down any **FIVE (5)** examples of customer service.

(5 marks)

**QUESTION 8**

Write down any **FIVE (5)** tips for improving internet customer service

(5 marks)

**[40 MARKS]**

**PART C**

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

Answer **ALL** the questions in Answering Booklet.

**QUESTION 1**

Focusing on the customers needs and seeking ways to satisfy their needs quickly while exceeding customer expectation are ways to prevent problem and dissatisfaction. The best ways to deal with a service breakdown is to prevent it from occurring.

- a) List and explain the roles of problem solving in customer service.  
(10 marks)
- b) What are the problem-solving process?  
(10 marks)

**QUESTION 2**

Delivery customer service via technology can be effective and efficient approach to use to achieve total customer satisfaction

- a) List and explain in details customer service over the internet.  
(10 marks)
- b) List and elaborate in details tips for improving internet customer service.  
(10 marks)

**[40 MARKS]**

**END OF QUESTION PAPER**





