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**KOLEJ YAYASAN PELAJARAN JOHOR  
FINAL EXAMINATION**

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

**COURSE CODE : DHM 1023**

**EXAMINATION : MEI 2017**

**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 **12** 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 self-esteem?
  - A. The challenges that you will meet everyday
  - B. The extent to which you respect yourself
  - C. The goals to visualizing your future self
  - D. The imperfection in your personality
  
2. Creative thinking involves
  - A. Memorization
  - B. Imagination
  - C. Elaboration
  - D. Logic
  
3. Career interest and aptitude tests can help you
  - A. understand your potential for success in various career field
  - B. get full mark in your final examination during your diploma
  - C. to know about your attitude toward career that you apply
  - D. to belief your ability and your worth or value

4. Which is the verbal message?
  - A. Winking
  - B. Imagine
  - C. Smiling
  - D. Written
  
5. What is attitude?
  - A. A person feels about something
  - B. A person think about you
  - C. A professional image
  - D. A personal behavior
  
6. Which is the employer expectation?
  - A. Little knowledge and skills
  - B. Unproductive work habits
  - C. Initiative and motivation
  - D. Negative attitudes
  
7. Who can help with the process of understanding and appreciating where you are in your personal and career development?
  - A. Therapist
  - B. Manager
  - C. Mentor
  - D. Intern

8. How many types of customer?

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

9. Which are the productive attitudes?

- A. Enthusiastic, Confident, Pessimistic, Supportive and Rude
- B. Patient, Confident, Kindhearted, Supportive and Friendly
- C. Impatient, Confident, Kindhearted, Supportive and Rude
- D. Supportive, Cheery, Kindhearted, Sarcastic and Helpful

10. What 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. Insomnia
- D. Jargon

11. Cognition can be defined as ability to

- A. recognize and pick out bits and pieces of information
- B. ask revealing questions and making a wild guesses
- C. produce ideas that are unusual and unique
- D. produce a variety of ideas and quickly

12. What is the last step of problem solving process?
- A. Compile and analyses the data
  - B. Identify the problem
  - C. Monitor the results
  - D. Make a decision
13. Integrity is a (an)
- A. Reflection of his or her ethic
  - B. Employer perfectionist
  - C. Benefit to worker
  - D. Social skill
14. What is the right thing you should do as a worker?
- A. Expense account abuse
  - B. Abuse of fringe benefit
  - C. Drink alcohol
  - D. Loyalty
15. What is the legal term for stealing something of great value?
- A. Grand larceny
  - B. Petty larceny
  - C. Grand theft
  - D. Petty theft

16. Five common things that customers need:

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

17. What is customer service?

- A. Is anything we do for the customer that enhances the customer experience
- B. Is customer's overall feeling of contentment with a customer interaction
- C. Is customer expectation of service that the company provide
- D. Is an appreciation of customer to the service providers

18. What is the barrier to excellent customer service?

- A. Reply immediately to customer complaint
- B. Present a clean and professional look
- C. Giving the correct information
- D. Pass the buck

19. What is customer expectation?

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

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

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

[20 MARKS]



**PART B**

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

Answer ALL questions in Answer Booklet.

<b>Attitudes</b>	<b>Grooming</b>	<b>Aptitude Test</b>	<b>Self-Improvement</b>
<b>Frustrations</b>	<b>Selective</b>	<b>Passive</b>	<b>Image</b>
<b>Perception</b>	<b>Employees</b>	<b>Satisfaction</b>	<b>Over-Reaction</b>
<b>Petty Larceny</b>	<b>Expectations</b>	<b>Employers</b>	<b>Stress</b>
<b>Podcasts</b>	<b>Communications</b>	<b>Customer</b>	<b>Professional</b>
<b>Self-Actualization</b>	<b>Anger</b>	<b>Aggressive</b>	<b>Internet</b>

1. \_\_\_\_\_ is an application use to share information with customer or the community.
2. Internet telephony allows users to have voice \_\_\_\_\_ over the internet.
3. To solve the problem in customer service, you must think like the \_\_\_\_\_.
4. Acknowledge customer's feeling is the \_\_\_\_\_ approaches to conveying bad news.
5. \_\_\_\_\_ can be defines as how someone views an item, situation or others.
6. Customers expect that service \_\_\_\_\_ will understand what they care about.
7. Customer \_\_\_\_\_ is the customer's overall feeling of contentment with a customer interaction
8. A lost customer can cause \_\_\_\_\_ and even panic in the marketplace, with people asking what your customer knows that they do not.
9. \_\_\_\_\_ describes the theft of something of a lesser value importance.
10. The value and ethics that set standards for your conduct should be consistent with the \_\_\_\_\_ of your employer

11. Many \_\_\_\_\_ complain that the young people of today do not understand the importance of loyalty in the workplace.
12. To keep \_\_\_\_\_ under control, you need to deal with stressors
13. Anger management teaches you to recognize \_\_\_\_\_ early on and settle them in a way that allows you to express your needs.
14. \_\_\_\_\_ communication means hearing or reading only what you want to hear or read.
15. \_\_\_\_\_ communication happens when you simply give in without expressing your feelings or rights.
16. Professional \_\_\_\_\_ consists of personal appearance with regard to grooming, clothing etiquette and behavior
17. Enthusiastic, supportive and cheery are the examples of productive \_\_\_\_\_.
18. \_\_\_\_\_ involves overall cleanliness, hair, nails, teeth and makeup.
19. \_\_\_\_\_ is another way to test your interests and abilities and build your self-confidence before you commit to a career program.
20. \_\_\_\_\_ 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 C**

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. Briefly explain **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**

