



01 2

KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION

COURSE	:	PROFESSIONAL DEVELOPMENT AND CUSTOMER SERVICE
COURSE CODE	:	DHM 1023
DATE	:	3 MAY 2016
TIME DURATION	:	9.00 AM- 12.00 PM (3 HOURS)

INSTRUCTION TO CANDIDATES

1. This examination paper consist of **FOUR (4) PARTS**:
PART A (20 Marks)
PART B (20 Marks)
PART C (40 Marks)
PART D (20 Marks)
2. Answer ALL questions
3. Candidates are not allowed to bring any material to examination room EXCEPT with the permission of invigilator
4. Please make sure that all material is available during this examination session:
 - i. Question paper
 - ii. OMR foam
 - iii. Answering booklet

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

This examination paper consists of 8 printed pages including front page.

PART A [20 MARKS]
MULTIPLE CHOICE QUESTIONS

INSTRUCTION: Answer ALL questions

Please use OMR sheet provided

1. 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
2. What is customer expectation?
A. Sympathy
 B. Personal attention
C. Discourtesy
D. Hindrance
3. 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
4. When apologizing to customers it is important to _____
A. Ask the problem
B. Force they to pay
C. Argue the complaint
 D. Convey sincerity
5. 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
6. 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

7. Who can help with the process of understanding and appreciating where you are in your personal and career development?
- Mentor
 - Manager
 - Therapist
 - Intern
8. What is attitude?
- Is a professional image
 - Is how a person think about you
 - Is a personal behavior
 - Is how a person feels about something
9. Which are the productive attitudes?
- Enthusiastic, Confident, Kindhearted, Supportive and Helpful
 - Enthusiastic, Cheery, Kindhearted, Sarcastic and Friendly
 - Impatient, Confident, Kindhearted, Supportive and Rude
 - Enthusiastic, Confident, Pessimistic, Supportive and Helpful
10. Which is the verbal message?
- Tapping a foot
 - Written
 - Winking
 - Smiling
11. _____ is the technical terminology or characteristic words and idea that belong to a specific type of work or field of knowledge.
- Enunciation
 - Inflection
 - Jargon
 - Insomnia
12. Creative thinking involves _____.
- Memorization
 - Elaboration
 - Logic
 - Imagination
13. Cognition can be defined as _____.
- Ability to recognize and pick out bits and pieces of information
 - Ability to make wild guesses
 - Ability to produce many ideas quickly
 - Ability to produce a variety of ideas

14. Integrity is a (an) _____.
- A. Benefit to worker
 - B. Reflection of his or her ethic
 - C. Social skill
 - D. Employer perfectionist
15. Which is the employer expectation?
- A. Unproductive work habits
 - B. Negative attitudes
 - C. Initiative and motivation
 - D. Little knowledge and skills
16. _____ is the legal term for stealing something of great value.
- A. Petty theft
 - B. Grand theft
 - C. Petty larceny
 - D. Grand larceny
17. 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
18. 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
19. How many types of customer?
- A. 3
 - B. 4
 - C. 2
 - D. 1
20. 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

(Total: 20 marks)

PART B [20 MARKS]**TRUE or FALSE Questions**

INSTRUCTION: Answer ALL questions.

Please use the OMR sheet provided.

1. Podcasts is an application use to share information with customer or the community.
2. Internet telephony allows users to have voice communications over the internet.
3. To solve the problem in customer service, you must think like the manager.
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. Customers expect that service employees will understand what they care about.
7. Customer expectation is the customer's overall feeling of contentment with a customer interaction
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. The value and ethics that set standards for your conduct should be consistent with the expectations of your employer
11. Many employers complain that the old people of today do not understand the importance of loyalty in the workplace.
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. Selective communication means hearing or reading only what you want to hear or read.
15. Aggressive communication happens when you simply give in without expressing your feelings or rights.
16. Professional image consists of place, food hygiene and sanitation.
17. Enthusiastic, supportive and cheery are the examples of productive attitudes.
18. Grooming involves overall cleanliness, hair, nails, teeth and makeup.
19. A scholarship is another way to test your interests and abilities and build your self-confidence before you commit to a career program.
20. Self-actualization begins with visualizing your future, identify goals and devising action plans to meet those goal.

PART C [40 MARKS]
SHORT STRUCTURED QUESTIONS

INSTRUCTION: Answer ALL questions. This section consists of 9 questions. Please use the answer booklet provided.

Question 1

SMART goals are:

[5 marks]

Question 2

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

[4 marks]

Question 3

List **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

List **FOUR (4)** tips on how to relax when the pressure is on.

[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]

(Total: 40 marks)

PART D [20 MARKS]
LONG STRUCTURED QUESTIONS

INSTRUCTION: Answer ALL questions. This section consists of 2 questions.
Please use the answer booklet provided.

Question 1

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. **Explain FIVE (5) ways to improve conversational skills**

[10 marks]

Question 2

Imagine that you work as customer service representative at Philiea Resort and Spa. You have to apologize the customer about the accident happened during their stay at the resort. **Use FIVE (5) steps of Professional Approaches to Apologizing and Conveying Bad News.**

[10 marks]

(Total: 20 marks)

[Grand Total: 100 marks]

END OF QUESTION PAPER

