

SIR ARTHUR LEWIS COMMUNITY COLLEGE
DIVISION OF TECHNICAL EDUCATION AND MANAGEMENT
STUDIES

EXAMINATION SESSION : December 2004
TUTOR/S : Ms. A. Jean
PROGRAMME CODE : 3HS-FAB-AD
COURSE TITLE : QUALITY CUSTOMER CARE
COURSE CODE : HOS 108
CLASSES: : YEAR 1
DATE : 7TH December, 2004
TIME : 9.00AM
DURATION : 3 HOURS
ROOM : HOS R 1
INVIGILATOR : Ms. A. Jean/ Ms. P.Pascal



#C2



Name:.....

I.D. Number:.....

INSTRUCTIONS:

The examination comprises two sections:

Section A - Short Answer questions – Compulsory - 60 marks

Section B - Long Answer questions - Answer any two - 40 marks

SECTION A:

Short answer questions:

1. List four fundamental qualities of a Super Service Star. (4 marks)
2. What is Perception? How can perception affect one's attitude? (6 marks)
3. With the aid of diagrams show how Service Providers transmit messages to customers. (6 marks)
4. What is Active Listening? Why is active listening important in solving customer problems? (10 marks)
5. List and describe the four types of difficult customers. (12 marks)
6. Match a word or phrase in column A with a word or phrase in column B

A	B
1. Controls Image	a) Do it right the first time.
2. Works consistently	b) Reliable
3. Service Provider's Profile	c) Knows how and when to ask different types of questions.
4. Deliver prompt service.	d) "I see why you feel this way"
5. Empathize.	e) Remains calm
6. Asks appropriate questions	f) A high level of self-esteem

7. List and briefly explain the ten components of the "House of Service Quality". (10 marks)

SECTION B: ATTEMPT ANY TWO (2)

1. List and explain ten customer service basics, that a Customer Service Provider needs to know.
2. "Delivery of customer service makes everyone a winner – the customer, the company and you." Discuss
3. An attitude is a state of mind which is displayed by your actions and your speech. Discuss
4. What is a team? Discuss the importance of teamwork in the workplace.