



**SIR ARTHUR LEWIS COMMUNITY COLLEGE  
ACADEMIC YEAR (2024/2025) – SEMESTER TWO  
END OF SEMESTER ALTERNATE EXAMINATION**

**COURSE CODE** : HOS108  
**COURSE TITLE** : Quality Customer Care  
**LECTURER(S)** : Tonya Tobierre  
**DATE** :  
**TIME** :  
**DURATION** :  
**ROOM** :  
**STUDENT ID #** : \_\_\_\_\_

**GENERAL INFORMATION AND INSTRUCTIONS**

This examination consists of **TWO (2) SECTIONS**.

- **SECTION A** consists of **Forty (40)** Multiple Choice Questions. One mark will be awarded for each correct answer.
- **SECTION B** consists of **Three (3)** questions. Answer **ONE (1)** question. Each question is worth a total of **TEN (10) marks**. Write your answers on the answer sheet provided.
- Students must sign **IN** and **OUT** on the examination class list.
- Write your **Student ID** number on each answer sheet and question paper that is submitted

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

## Section A Multiple Choice

**Instructions: This section has FORTY (40) questions. You are to select ONE answer for EACH question. Each question is worth 1 mark.**

1. As a customer service representative, if you do what you say you will do when you say you're going to do it you are practicing the following:
  - a) Responsiveness
  - b) Courtesy
  - c) Accountability
  - d) Reliability
  
2. Being able to provide the customer with all answers on the products you provide explains the following characteristic:
  - a) Observant
  - b) Source of information
  - c) Innovative
  - d) Loyal to the organization
  
3. Customers purchase from companies who produce products and services that are free of danger and doubt. Identify the option which best describes what this organization needs to be.
  - a) Empathetic
  - b) Understanding
  - c) Credible
  - d) Responsible
  
4. Joan was able to place her order and receive it from Phil, the employee, within ten minutes. She was very impressed with his service. Select the factor of customer value Phil exhibited.
  - a) Friendliness
  - b) Credibility
  - c) Responsiveness
  - d) Speed
  
5. As a customer representative if I am able to put myself in the shoes of the customer, identify customer value trait am I exhibiting.
  - a) Empathy
  - b) Sympathy
  - c) Understanding
  - d) Belonging
  
6. When selecting a front line employee for your organization select the component that should be most important.
  - a) An employee who has their Master's in culinary and little work experience
  - b) An employee who has had 10 years' experience in the field but has a bad personality
  - c) An employee who has an exceptional personality and no certificates
  - d) An employee who has certification in the field but a bad attitude
  
7. I have been employed at Taxi for two years now, they have never enlisted me in any seminars or workshops to help with my responsibilities. Identify the tactic Taxi must undertake.
  - a) Making things easier for the customer
  - b) Creating a sense of belonging for service providers
  - c) Avoiding premature release of concepts
  - d) Providing sufficient employee training

8. When an employer recognizes the importance of their employee, select the practice they are exhibiting below.
  - a) Creating a sense of belonging
  - b) Providing sufficient employee training
  - c) Making things easier for the employee
  - d) Selecting their front-line employees carefully
  
9. Mr. Brown is constructing his new restaurant, the contractor told him he will be finished by December 31<sup>st</sup>. However Mr. Brown is eager to open on December 13<sup>th</sup>, and so he boards up the parts of the restaurant which are not completed and uses half of his space. Guests arrive however there is a lot of dust, the tables aren't set up and the servers are not familiar with the space as yet. Identify the factor NOT employed by Mr. Brown?
  - a) Premature release of policies and products
  - b) Making things easy for the customer
  - c) Selecting front line employees carefully
  - d) Showing empathy
  
10. Providing prompt and accurate information to customers and the installation of a toll-free number are examples of which customer value attribute?
  - a) Empathy
  - b) Credibility
  - c) Creating a sense of belonging
  - d) Making things easy for the customer
  
11. Select the option which can create a reputation and customer loyalty for a business.
  - a) Branding
  - b) Customization
  - c) Uniqueness
  - d) Incentives
  
12. Penny and Joan love going to Bay Gardens Resorts because they provide a free breakfast buffet. What strategy is being used by the hotel?
  - a) Provision of goods and services at affordable prices
  - b) Customization and choice
  - c) Provision of additional features and benefits
  - d) Exceptional service
  
13. Customer value is the ratio of benefits to sacrifice. Identify what the term "sacrifice" means in this definition?
  - a) Price
  - b) Time
  - c) Quality
  - d) Value
  
14. Peter was able to get the customer's meal out in 10 minutes instead of 15 minutes because he found a faster way to prepare it. The supervisor was very impressed with this and has now left Peter to teach his fellow employees his methods. Select the option which best shows how Peter is a professional.
  - a) Source of information and loyal to the organization
  - b) Inventive and observant
  - c) Self-confident and well groomed
  - d) Reliable and inventive
  
15. Pen after telling the customer what the benefits of the massage are, ensured to repeat it to make sure the customer understood. Select the standard that was met in this case.
  - a) Using talking skills
  - b) Using listening skills
  - c) Using effective communication skills
  - d) Following employee conduct policies

16. Customers feel very comfortable to speak to Fred about their concerns. He is perceived as approachable. Identify the component of professionalism Fred emulates?
- Friendly
  - Enthusiastic
  - Loyal to the organization
  - Patient
17. Select the best option which explains what the “F” in the acronym PROFESSIONAL represents.
- Focused
  - Friendly
  - Forgivable
  - Forecasting
18. To be neat and well groomed an employee must follow these practices:
- Clean uniform and clean work station
  - Bald head and clean shoes
  - Brushed teeth and clean uniform
  - Clean work station and freshly shaven face
19. As a professional, communicating with people with special needs means ALL of the following EXCEPT;
- Avoid the use of insensitive descriptions
  - Advice customer of special equipment if it is available
  - Recognize the customer’s feelings
  - Determine the customer’s communication
20. Sheena was speaking to her customer about the location of the restaurant. She was speaking very slowly. Select the perception she gave the customer.
- She came across as bossy
  - She came across as uncertain
  - She came across as uninterested
  - She came across as flirtatious
21. Select the option which is NOT a principle of hospitality.
- Be energetic and cordial
  - Smile and greet every customer
  - Be proactive when dealing with the customer
  - Be knowledgeable about your job
22. Fran wrote down the directions to the gym for a customer instead of telling them where it is. Identify the type of customer Fran had.
- Deaf
  - Blind
  - Retarded
  - Crippled
23. Moeller had a number of rules which were used to enhance professionalism. Identify the number of rules he had.
- 10
  - 15
  - 12
  - 18

24. To serve customers which of the following tactics can be adopted?
- Delivery, adoption, managing the interaction
  - Focusing the conversation, delivery, managing the conversation
  - Focusing on the benefits, managing the customer, establishing company perceptions
  - Delivery, managing the interaction, focusing the call
25. Service has a number of characteristics. Identify which of the following is NOT a characteristic.
- Intangible
  - Tangible
  - Cannot be stored
  - Personal interaction
26. "You are a very important to us, can you please answer the following questions so I can get a solution to your problem please?" Select the concept which best explains the above scenario.
- Position, Action Benefit
  - Customer Service
  - Excellent service
  - Introduce, Gain information, Offer assistance
27. Identify the option which is a component of great teamwork.
- External customer
  - Commitment to cooperation
  - Interpersonal skills
  - Sharing clear goals
28. Sean has come to France letting him know that he would like to change the shoe he purchased a few minutes ago. Automatically Sean sees France as a problem without even listening to his concern. Identify how Sean can be reprogrammed to change his mind set.
- Testing assumptions
  - Possibility thinking
  - Testing knowledge
  - Positively thinking
29. Keeping your coworkers informed about everything and sharing ways to make the job easier aids in;
- Continuous improvement at the workplace
  - Great communication among employees
  - Building employee self esteem
  - Employee work performance
30. Identify the number of components in teamwork.
- 6
  - 8
  - 5
  - 3
31. Jane works at Ben and Jerry part time as their accountant. She has asked Pete to assist her in getting some receipts for the month. Select the type of customer Jane is categorized as.
- External
  - Internal
  - Company
  - Business
32. Identify the organization which best practices incorporates "Ladies and gentlemen serving ladies and gentlemen."
- Ritz Carlton Hotel
  - Beaches Hotel
  - Disney
  - The Inn at Essex

33. Select the MOST accurate strategies to reprogram yourself as a customer service representative.
- Red Flags, analyze possibilities, pictures and affirmation
  - New ways of thinking, triggers, analyze assumptions
  - Hot buttons, test your thinking, affirmations
  - Analyze regrets, new ways of thinking, red flags
34. Only if you must, you should put a customer on hold. Identify which option is **NOT** a holding tactic.
- Ask permission
  - Ask to call them back instead
  - Check back every 40-50 seconds
  - Wait for an answer
35. Select the option which is another term for continuous improvement.
- Quality
  - Kaizen
  - Results driven
  - Total quality
36. The acronym IGO represents which of the following actions?
- Identify the company, Great the customer, and Offer assistance
  - Include your position, Give directions, and Orient the customer
  - Inspect the food, Grade the quality and Observe the preparation process
  - Introduce the customer, Give them the menu, Order the customers items
37. Total quality covers which of the following;
- Every process
  - Every job
  - Every person
  - Every company
- I and II
  - III and IV
  - I, II AND III
  - All of the above
38. Customers are invited to tell the company what they are doing wrong and what they are doing right. What approach is this?
- Reactive
  - Customer representatives on internal teams
  - New product development
  - Customer representatives on external teams
39. Executive contact can be practiced through
- Consumer intercept
  - Meetings with customers who have been to the hotel before
  - Customers aiding in creating a new product
  - Customers having meetings with executive members
40. Which organizational expectations mean doing the right thing?
- Customer expectations, employee expectation and manger expectations
  - Employee expectations, financial expectations and customer expectations
  - Financial expectations, manager expectations and profit share expectations
  - Profit share expectations, manager expectations and employee expectations

## SECTION B

**Instructions: This section consists of THREE (3) questions. You are to ANSWER ONLY ONE (1) question. Each question is worth 10 marks. Ensure you NUMBER THE QUESTION on your answer sheet.**

### Question One

Best practices are benchmarks for organizations to follow for success.

- a) Identify two (2) organizations which exercise “Best Practices” within the Caribbean region. **(2 marks)**
- b) Identify the name of the “Best Practice” exercised by the two organizations in the Caribbean region. **(2 marks)**
- c) Explain how the ‘Best Practice’ is adopted by the two organizations in the Caribbean region. **(6 marks)**

**Total 10 marks**

### Question Two

- a) Identify and explain with an example five components of teamwork. **(10 marks)**

**Total 10 marks**

### Question Three

Organizations receive a number of customers for their organization. These customers can fit into a number of categories.

- a) Describe the four types of customers. **(8 marks)**
- b) Identify two strategies to create loyalty in an organization. **(2 marks)**

**Total 10 marks**

**END OF EXAM**