



SIR ARTHUR LEWIS COMMUNITY COLLEGE
FACULTY OF AGRICULTURE AND TOURISM
ACADEMIC YEAR (2024/2025) – SEMESTER ONE
END OF SEMESTER FINAL EXAMINATION

COURSE CODE : **HOS108**
COURSE TITLE : **Quality Customer Care**
LECTURER : **Tonya Tobierre**
DATE : **Monday, 9th December, 2024**
TIME : **9:00 a.m.**
DURATION : **1 1/2 Hours**
ROOM : **LFT Room 5**
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

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

1. Identify a limitation to “Best Practices” below
 - a) “Best Practices” can be used for any organization
 - b) “Best Practices” are situational
 - c) “Best Practices” cannot be accomplished through the concept of the learning organization
 - d) “Best Practices” are can only be used for successful businesses

2. Select the number of underlying beliefs excellent companies have.
 - a) Four
 - b) Seven
 - c) Six
 - d) Five

3. Identify another term for continuous improvement below.
 - a) Quality
 - b) Kaizen
 - c) Results driven
 - d) Total quality

4. Identify how executive contact can be practiced from the options below
 - a) Consumer intercept
 - b) Meetings with customers who have been to the hotel before
 - c) Customers aiding in creating a new product
 - d) Customers having meeting with executive members

5. Total quality covers which of the following;
 - I. Every process
 - II. Every job
 - III. Every person
 - IV. Every company
 - a. I and II
 - b. III and IV
 - c. I, II, III
 - d. All of the above

6. Customers are invited to tell the company what they are doing wrong and what they are doing right. Select the type approach described above.
 - a) Reactive
 - b) Customer representatives on internal teams
 - c) New product development
 - d) Customer representatives on external teams

7. Identify the meaning for acronym PPMIs below.
 - a) Pleasing performance, memorable intentions
 - b) Personally pleasing memories indefinitely
 - c) Performance punctuality, meaningful information
 - d) Personally pleasing, memorable interactions

8. A satisfied customer tells;
 - a) 20- 21 people of their experience
 - b) 11-12 people of their experience
 - c) 5-6 people of their experience
 - d) 1-2 people of their experience

9. “You are a very important to us, can you please answer the following questions so I can get a solution to your problem please?” The above scenario best explains which concept?
 - a) Position, Action Benefit
 - b) Customer Service
 - c) Excellent service
 - d) Introduce, Gain information, Offer assistance

10. This organization is considered as “A World Class Listening Organization” due to the attention paid to keeping customers satisfied.
 - a) Hilton
 - b) Delta Dental
 - c) Ritz Carlton
 - d) Sandals

11. Select the organization which practices unconditional service guarantee.
 - a) The Hampton Inn
 - b) Beaches Hotel
 - c) Disney
 - d) Home Depot

12. Identify the organizational expectations which means doing the right thing.
 - a) Customer expectations, employee expectation and manger expectations
 - b) Employee expectations, financial expectations and customer expectations
 - c) Financial expectations, manager expectations and profit share expectations
 - d) Profit share expectations, manager expectations and employee expectations

13. Select the component which closely matches great teamwork.
- a) External customer
 - b) Commitment to cooperation
 - c) Interpersonal skills
 - d) Sharing clear goals
14. Keeping your coworkers informed about everything and sharing ways to make the job easier aid in;
- a) Continuous improvement at the workplace
 - b) Great communication among employees
 - c) Building employee self esteem
 - d) Employee work performance
15. Select the number of components required for teamwork.
- a) 6
 - b) 8
 - c) 5
 - d) 3
16. 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. Identify the type of customer Jane is.
- a) External
 - b) Internal
 - c) Company
 - d) Business
17. To serve customers select the tactics that can be adopted.
- a) Delivery, adoption, managing the interaction
 - b) Focusing the conversation, delivery, managing the conversation
 - c) Focusing on the benefits, managing the customer, establishing company perceptions
 - d) Delivery, managing the interaction, focusing the call
18. Fran, Jacob and William are in a team, they have each identified one method to make jasmine rice. Jacob never knew of these other two methods. Select the advantage this team brought to the table.
- a) Ability to compensate for weakness
 - b) Higher quality output
 - c) Shared information means increased learning
 - d) Provides a sense of security

19. Being able to count on your team members to do what they say they will exhibits which of the following characteristics?
- Positive cooperation
 - Commitment to excellence
 - Continuous improvement
 - Great communication
20. "You are a very important to us, can you please answer the following questions so I can get a solution to your problem please?" The above scenario best explains which concept?
- Position, Action Benefit
 - Customer Service
 - Excellent service
 - Introduce, Gain information, Offer assistance
21. In order to be a professional there are a number of guidelines which must be followed. Select the option that is NOT a guideline.
- Following time management guidelines
 - Using talking skills
 - Follow employer conduct policies
 - Communicate with customers with special needs
22. Identify the maximum number of rings allowed before you answer the phone.
- 4
 - 3
 - 2
 - 1
23. 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
24. Select the internal customer below.
- John the salesman
 - Becky the owner
 - Jamie the supervisor
 - Paul the loyal customer
- I and III
 - III and IV
 - I and IV
 - II and III

25. Identify the option which allows you to improve your physical image over the phone.
- Smile and speak loudly
 - Smile and have a good posture
 - Speak clearly and have a good posture
 - Speak loudly and clearly
26. Select the best reason to answer your phone promptly as a customer service representative.
- To avoid the impression of laziness
 - To avoid the impression that nobody is there
 - To create the impression that the call is welcomed
 - To create the impression of efficiency
27. A “Best Practice” may be described as:
- Exemplary ideas viewed by some as top notch standards for guiding, benchmarking and making comparisons.
 - Exemplary ideas viewed by managers as top notch practices for guiding and making comparisons.
 - Standard ideas viewed by hotels as benchmarks for guiding and making comparisons.
 - Standard activities viewed by some as top notch practices for guiding, benchmarking and making comparisons.
28. “Good morning this is Peter and Company Jane speaking, how may I assist you?” The above scenario explains which of the following?
- IMO elements to assistance
 - IFO elements to answering the phone
 - IGO elements to answering the phone
 - ISO elements to assistance
29. 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
30. The “F” in the acronym PROFESSIONAL represents which term?
- Focused
 - Friendly
 - Forgivable
 - Forecasting

31. Select the option which can destroy teamwork.
- Poor leadership
 - Varying culture
 - Rumors
 - Burnout
32. 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
33. In order to better yourself as a customer service personnel, you need to understand your strengths and your weaknesses. Identify how this can aid in teamwork.
- Ensuring internal customers are satisfied
 - Being committed excellence
 - Ensuring there is great communication
 - Providing continuous improvement
34. Several hotels have adopted the All Inclusive Plan to gain more customers to their property. This package has become very popular in the Caribbean region. Identify the strategy used in this case.
- Customization and choice
 - Branding
 - Simplifying and bundling the offering
 - Frequent marketing incentives
35. Select the option which includes ONLY the components of the House of Service Quality?
- Reliability, Intangibles, Safety
 - Understanding the customer, Good products, Communication
 - Courtesy, Responsiveness, Security
 - Value, knowing the customer, Access
36. Sean has come to France letting him know 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. Select how Sean can be reprogrammed to change his mind set.
- Testing assumptions
 - Possibility thinking
 - Testing knowledge
 - Positively thinking

37. Select the MOST accurate strategies to reprogram yourself as a customer service representative.
- a) Red Flags, analyze possibilities, pictures and affirmation
 - b) New ways of thinking, triggers, analyze assumptions
 - c) Hot buttons, test your thinking, affirmations
 - d) Analyze regrets, new ways of thinking, red flags
38. Select the option which is NOT a principle of hospitality.
- a) Be energetic and cordial
 - b) Smile and greet every customer
 - c) Be proactive when dealing with the customer
 - d) Be knowledgeable about your job
39. Service has a number of characteristics. Identify the option that is NOT a characteristic.
- a) Intangible
 - b) Tangible
 - c) Cannot be stored
 - d) Personal interaction
40. Customer value is the ratio of benefits to sacrifice. Select what the term “sacrifice” means in this definition.
- a) Price
 - b) Time
 - c) Quality
 - d) Value

SECTION B

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

Question One

Identify and explain with a scenario **Five (5)** ways to deliver prompt service to a customer.

(10 marks)

Total 10 marks

Question Two

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

Question Three

Teamwork is pertinent to the success of an organization.

a) Define the word “Teamwork. **(2 marks)**

b) Identify and explain with a scenario **Two (2)** components of great teamwork. **(6 marks)**

c) Explain **One (1)** Advantage of working in a team. **(2 marks)**

Total 10 marks