



FINAL SEMESTER EXAMINATION

Programme	:	DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT
Course	:	MANAGING THE CUSTOMER EXPERIENCE
Course Code	:	TTM1343
Duration	:	2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in the accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(This booklet contains 3 printed pages including this page)

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO

For examiner's use only

QUESTION NO.	MARKS
1	/ 25
2	/ 25
3	/ 25
4	/ 25
Total	/ 100

Answer **ALL** questions on the separate sheet provided.**[100 marks]****Question 1**

- a) Identify if the statement below is true or false and justify your choice by explaining the logic of the statement.
- i) Customers are more easily satisfied if their expectations are effectively managed. (3 marks)
 - ii) In responding to a frustrated customer's question, it's a good idea to immediately offer a solution. (3 marks)
 - iii) Most upset customers will calm down if you offer a sincere apology. (3 marks)
 - iv) If a customer gets the wrong idea from a sales rep, it's okay to tell the customer that sales will say anything to make a sale. (3 marks)
 - iv) When a customer calls for technical support, it's realistic to require them to explain the problem in technical language. (3 marks)
 - v) When you answer a call, and the customer really needs to resolve the issue with another department, it's your responsibility to make sure the customer reaches someone who can help. (3 marks)
 - vi) When dealing with an angry customer face to face, making no eye contact and looking away will feel better for you and the customer. (3 marks)
- b) Differentiate between internal customer and external customer. (4 marks)
- Total: [25 marks]

Question 2

- a) Describe **THREE (3)** examples on how a goodwill gestures can be used to restore the relationship with customers? (6 marks)
- b) Explain **TWO (2)** reasons of customer complaints. (6 marks)
- c) Suggest **FOUR (4)** ways to deal with dissatisfied customers. (8 marks)
- d) Discuss any **TWO (2)** ways to communicate over the phone. (5 marks)
- Total: [25 marks]

Question 3

Saying the customer is always right doesn't make it true. Sometimes customers are wrong, and employees need to be trained to handle these sticky situations. There will be times when the customer service representative will have to say "no" to the customer.

Based on the description above, answer the following questions:

- a) Describe with your own justification on the terms "Customer is always right". (5 marks)
 - b) Propose any **FIVE (5)** situations when a service rep rejects a customer's request. (10 marks)
 - c) Explain how would the customer rep decline the customer's request. (10 marks)
- Total: [25 marks]

Question 4

Your organization's return policy stresses that "Our goal is your total satisfaction," yet you have been told by your supervisor that returns cost the organization money and negatively impact her quarterly bonus. For that reason, she has instructed you and other employees that you should find a reason not to accept returns and provide refunds whenever possible (e.g., a package was opened, it has been more than seven days since purchase, a receipt is not provided, or the item is being discontinued and the manufacturer will not take it back). She has even suggested that you lie to a customer or make up an excuse rather than accept a return. Further, she instructed you that all returns and refunds must be approved by her, yet when she is paged over the intercom, she typically does not respond and leaves you and other service employees to face an escalating negative customer situation.

Based on the description above, answer the following questions:

- a) Discuss how does such a service atmosphere potentially impact customers and employees. (10 marks)
 - b) Describe what message does this approach to service say about the organization. (5 marks)
 - c) Explain the potential outcomes of such practices by the supervisor. (5 marks)
 - d) Describe how can you and other employees do to address the situation? (5 marks)
- Total: [25 marks]

- END OF QUESTIONS -