



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
OCTOBER 2024 SEMESTER**

COURSE CODE	: EFB20603
COURSE NAME	: CUSTOMER RELATION IN TOURISM
PROGRAMME NAME	: BACHELOR IN TOURISM PLANNING AND DEVELOPMENT (HONS)
DATE	: 3 FEBRUARY 2025
TIME	: 2.00 PM – 5.00 PM
DURATION	: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
 2. This question paper has information printed on both sides of the paper.
 3. This question paper consists of **FIVE (5) Questions**.
 4. Answer **ALL** questions.
 5. Please write your answers on the answer booklet provided.
 6. All questions must be answered in **English** (any other language is not allowed).
 7. This question paper must not be removed from the examination hall.
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THERE ARE TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

INSTRUCTION: Answer ALL Questions.

(Total: 100 Marks)

QUESTION 1

Customer satisfaction is a marketing term that is used to describe how well an organization is doing in providing products and services that meet or exceed a customer's needs and expectations. **List EIGHT (8)** ways to gather information about customer satisfaction levels.

(8 Marks)

QUESTION 2

Just as when you are delivering service face-to-face with a customer, the same skills apply to providing effective customer service over the telephone, especially the use of vocal quality and listening skills. Your customer cannot communicate with or understand you if she or he does not accurately receive your message. **List 9 (NINE)** communication techniques, in order to reduce the chances of message failure.

(9 Marks)

QUESTION 3

Ultimately, successful service is delivered through effective communication skills, positive attitude, patience, and a willingness to help the customer. You may think of difficult customer contacts as those in which you have to deal with negative, angry, demanding, or aggressive people. These are just a few of the types of potentially difficult interactions that you may encounter as a service representative.

- a) **List EIGHT (8)** types of difficult customers.

(8 Marks)

- b) Discuss **FIVE (5)** of the difficult customer with relate existing situation analysis from your experience or reading.

(25 Marks)

QUESTION 4

The second element of the PLAN acronym deals with making your customers feel as if they are the most important people in the world from the moment they contact you. **Discuss FIVE (5)** strategies to help you accomplish the goal of making people feel welcome by you and your peers when they contact the organization by focusing on the customers as a person.

(25 Marks)

QUESTION 5

You cannot talk and actively listen at the same time. When the customer start talking the first thing you should do is stop talking and listen carefully. You can improve your listening skills in several different ways. One important way is to listen more than you talk. **Discuss FIVE (5)** strategies for improved listening.

(25 Marks)

END OF EXAMINATION PAPER