



**UNIVERSITI KUALA LUMPUR  
BUSINESS SCHOOL**

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**FINAL EXAMINATION  
MARCH 2025 SEMESTER**

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| <b>COURSE CODE</b>    | <b>: EFB20603</b>                                                   |
| <b>COURSE NAME</b>    | <b>: CUSTOMER RELATION IN TOURISM</b>                               |
| <b>PROGRAMME NAME</b> | <b>: BACHELOR IN TOURISM PLANNING AND<br/>DEVELOPMENT (HONOURS)</b> |
| <b>DATE</b>           | <b>: 3 JULY 2025</b>                                                |
| <b>TIME</b>           | <b>: 2.00 PM - 5.00 PM</b>                                          |
| <b>DURATION</b>       | <b>: 3 HOURS</b>                                                    |

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**INSTRUCTIONS TO CANDIDATES**

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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 **TWO (2) Sections; Section A and Section B.**
4. Answer **ALL** questions in **Section A and Section B.**
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 FOUR (4) PAGES OF QUESTIONS, INCLUDING THIS PAGE.**

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INSTRUCTION: Answer ALL Questions.

(Total: 100 Marks)

**SECTION A (Total: 50 marks)**

**Question 1**

- (a) Define what a "Service Breakdown" is. (3 marks)
- (b) Identify **5 (FIVE)** strategies for preventing customer dissatisfaction and problem solving. (10 marks)
- (c) Explain **5 (FIVE)** typical customer expectation toward people. (10 marks)
- (d) Identify **5 (FIVE)** steps of the problem-solving model in service breakdown and recovery. (10 marks)

**Question 2**

- (a) Identify **5 (FIVE)** key factors that impact the cultural values. (5 marks)
- (b) Differentiate the concept of time between "Monochronic" and "Polychronic". (8 marks)
- (c) Define key steps in technology etiquette and strategies via email. (4 marks)

**SECTION B (Total: 50 marks)****INSTRUCTION: Answer ALL questions.****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.

From the case study above, answer the following questions:

- a) List **5 (FIVE)** types of difficult customers. (10 Marks)
- b) Discuss **FIVE (5) key factors** relate to the talkative customer and strategies dealing with them. (10 Marks)

**Question 4**

You are a customer service representative for a telecommunications company. A customer calls to complain about their recent bill, which is unexpectedly high. They are frustrated and impatient, and they want an immediate explanation. How should you handle this call professionally to ensure effective communication and a positive customer experience? What are the key points from the chapter that you should keep in mind during this interaction?

- a) Discuss **5 (FIVE)** key effective communication method during this interaction. (10 Marks)
- b) Identify **5 (FIVE)** steps process in order to serve customers when problem arise or things do not go as expected. (10 Marks)

**Question 5**

Sarah has been a customer of a local boutique for several years. Every time she visits, the staff remembers her preferences, greets her warmly, and offers personalized suggestions. When new products arrive, she receives a friendly notification from the store. Because of this consistent, attentive service, Sarah not only makes regular purchases but also recommends the boutique to her friends and family, choosing it over competitors even when similar products are available elsewhere.

- a) Identify **5 (FIVE)** characteristics affecting customer loyalty.

(10 Marks)

**END OF EXAMINATION PAPER**