



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : EDB21403
COURSE TITLE : CUSTOMER SERVICE MANAGEMENT
PROGRAMME NAME : BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING
(HONOURS)
DATE : 28 JANUARY 2026
TIME : 9:00AM - 12:00PM
DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consist of TWO sections.
4. Answer ALL questions for Section A.
5. Section B consist of four questions. Answer THREE (3) questions only.
6. Please write your answer on the answer booklet provided.
7. Please answer all questions in English only.
8. Please answer MCQ/EMQ questions using OMR sheet. *Tick if applicable*
9. Refer to the attached Formula/ Appendies. *Tick if applicable*

THERE ARE 4 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 40 marks)

Answer ALL questions.

Please use the answer booklet provided.

Question 1

Communication in Customer Service

- (a) Evaluate how cultural differences influence communication effectiveness in customer service interactions. (10 marks)
- (b) Using a Malaysian multinational company example, analyze how miscommunication across cultures can affect customer loyalty. (10 marks)

Question 2

Customer Service Strategy

- (a) Identify two proactive strategies organizations can use to prevent customer complaints. (10 marks)
- (b) Discuss how these strategies can be embedded into a long-term customer service plan. (10 marks)

SECTION B (Total: 60 marks)

Answer THREE (3) questions only.

Please use the answer booklet provided.

Question 1

Problem-Solving in Customer Service

- (a) Critically assess the role of creativity in solving complex customer service problems. (10 marks)
- (b) Propose a structured problem-solving model for a Malaysian airline facing frequent service delays. (10 marks)

Question 2

Customer Retention & Satisfaction

- (a) Analyze the impact of loyalty programs on customer retention in the service industry. (10 marks)
- (b) Suggest two innovative approaches to measure customer satisfaction beyond surveys. (10 marks)

Question 3

Empowerment in Customer Service

- (a) Evaluate the risks and benefits of empowering frontline employees to make service recovery decisions.

(10 marks)

- (b) Provide a Malaysian case example where empowerment improved customer satisfaction.

(10 marks)

Question 4

Technology & Contemporary Issues

- (a) Discuss how social media platforms have transformed customer complaint management.

(10 marks)

- (b) Evaluate one emerging issue (e.g., AI-driven personalization, cybersecurity in service) and its implications for customer trust.

(10 marks)

END OF EXAMINATION PAPER