



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2026 SEMESTER

COURSE CODE : EDB21403
COURSE TITLE : CUSTOMER SERVICE MANAGEMENT
PROGRAMME NAME : BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING
(HONOURS)
DATE : 25 JUNE 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*

SECTION A (Total: 40 marks)

Answer ALL questions.

Please use the answer booklet provided.

Question 1

Communication & The Service Encounter

(Demonstrate effective communication and interpersonal skills in customer service interactions.)

- (a) Evaluate how the "Internal Customer" relationship influences the quality of the "External Customer" experience.

(10 marks)

- (b) Using a Malaysian banking industry example, analyze how a failure in non-verbal communication (body language) during a face-to-face encounter can lead to customer dissatisfaction.

(10 marks)

Question 2

Communication in Customer Service

(Demonstrate effective communication and interpersonal skills in customer service interactions.)

- (a) Evaluate the role of active listening as a communication tool in de-escalating tense service encounters.

(10 marks)

- (b) Using a Malaysian hospitality industry example, analyze how a failure in "service language" can lead to a breakdown in customer trust

(10 marks)

SECTION B (Total: 60 marks)

Answer THREE (3) questions only.

Please use the answer booklet provided.

Question 1

Customer Retention & Loyalty Programs

(Formulate strategic plans to enhance customer satisfaction and long-term retention.)

- (a) Evaluate the role of "Emotional Loyalty" vs. "Functional Loyalty" in sustaining a company's market share.

(10 marks)

- (b) Suggest two innovative methods for a Malaysian airline to measure "Passenger Effort Score" (PES) as a satisfaction metric.

(10 marks)

Question 2

Technology & Contemporary Issues

(Formulate strategic plans to enhance customer satisfaction and long-term retention.)

- (a) Discuss how digital technologies (e.g., Omnichannel support) are reshaping customer service delivery.

(10 marks)

- (b) Evaluate the impact of one contemporary issue (e.g., AI bias) on customer trust in a multicultural society.

(10 marks)

Question 3**Service Strategy & Challenging Behaviors**

(Formulate strategic plans to enhance customer satisfaction and long-term retention.)

- (a) Identify the characteristics of the "Demanding Customer" and the "Angry Customer." Propose one handling strategy for each.

(10 marks)

- (b) Discuss how a company can use a "Service Guarantee" as a strategic tool to handle these challenging behaviors.

(10 marks)

Question 4**Challenging Customers & Service Planning**

(Formulate strategic plans to enhance customer satisfaction and long-term retention.)

- (a) Identify the characteristics of the "Indecisive Customer" and the "Talkative Customer." Propose one specific handling strategy for each.

(10 marks)

- (b) Discuss how these strategies can be integrated into a company's long-term customer service plan.

(10 marks)

END OF EXAMINATION PAPER

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