



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2026 SEMESTER

COURSE CODE : EFB20603
COURSE TITLE : CUSTOMER RELATION IN TOURISM
PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND DEVELOPMENT
(HONOURS)
DATE : 20 JUNE 2026
TIME : 2:00PM - 5:00PM
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 ONE sections.
4. Section A consist of five questions. Answer FOUR (4) questions only.
5. Please write your answer on the answer booklet provided.
6. Please answer all questions in English only.
7. Refer to the attached Formula/ Appendies. ☐ Tick if applicable

THERE ARE 3 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 100 marks)

Answer FOUR (4) questions.

Please use the answer booklet provided.

Question 1

Situation:

A popular airline company receives frequent customer inquiries and complaints through its Facebook and Twitter pages. Recently, a customer posted on the airline's Facebook page, expressing frustration about a delayed flight and the lack of immediate communication from customer support. The airline's social media team notices the post and responds publicly within an hour, offering an apology, providing real-time flight updates, and inviting the customer to send a private message for further assistance. This proactive engagement results in the customer feeling valued and satisfied with the resolution process.

Analyse how the airline's response exemplified effective customer service and why public complaint handling matters.

(25 marks)

Question 2

Situation:

A customer calls the support center to inquire about a billing issue. The customer service representative responds quickly but is speaking too fast, interrupts the customer midway through their explanation, and uses informal language such as slang and casual phrases. As a result, the customer feels misunderstood, frustrated, and less confident in the company's professionalism.

Identify the effects of poor telephone communication on customer satisfaction and best practices for improvement.

(25 marks)

Question 3

Situation:

A customer posts a complaint on the company's Facebook page about a delayed order and poor customer service. The company does not respond promptly, and the issue remains unaddressed for several days. This delay leads other customers and viewers to see the negative comment, resulting in rumors and a tarnished reputation for the company.

Investigate the consequences of delayed social media responses on company reputation.

(25 marks)

Question 4

Situation:

A retail company has invested heavily in automating all customer service functions, including chatbots for inquiries, FAQ sections, and automatic email responses. While some customers find the system convenient, a significant number complain that their complex issues remain unresolved and feel the interaction lacks the personal touch. High-touch customers, who prefer human interaction, feel frustrated, while low-touch customers, who enjoy self-service options, appreciate the automation.

Contrast the needs of high-touch and low-touch customers in technology-based service.

(25 marks)

Question 5

Situation:

An electronics retailer employs a sophisticated CRM system to manage customer interactions, track purchase histories, and personalize marketing efforts. Customers can access tailored support through live chat and email, with representatives retrieving customer data instantly via the CRM. While the retailer sees improvements in customer satisfaction and loyalty, some customers report concerns about privacy and over-targeted marketing.

Determine the benefits and limitations of CRM technology in customer service.

(25 marks)

END OF EXAMINATION PAPER