



**THE COUNCIL OF COMMUNITY COLLEGES OF JAMAICA**

**ASSOCIATE OF SCIENCE EXAMINATION**

**SEMESTER I – 2018 DECEMBER**

**PROGRAMME:** CULINARY ARTS  
**COURSE NAME:** QUALITY CUSTOMER CARE  
**CODE:** CTOQ2201  
**YEAR GROUP:** TWO  
**DATE:** FRIDAY, 2018 DECEMBER 14  
**TIME:** 12:00 NOON - 2:00 P.M.  
**DURATION:** 2 HOURS  
**EXAMINATION TYPE:** FINAL

*This Examination paper has 7 pages*

**INSTRUCTIONS:**

1. ANSWER ALL QUESTIONS IN SECTION A
2. ANSWER ANY TWO (2) QUESTIONS IN SECTION B

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**SECTION B**

Answer any **TWO (2)** questions in this section.

**Question 1**

- A. Define the term 'attitude'. (2 marks)
- B. Distinguish between positive and negative attitude. (6 marks)
- C. Discuss **FOUR (4)** advantages of a good attitude to the:
- i. service provider (4 marks)
  - ii. customer (4 marks)
  - iii. organisation (4 marks)
- D. Briefly outline characteristics of the **FOUR (4)** different types of customers. (10 marks)

(Total 30 marks)

**Question 2**

According to Ben Henry, "Customer loyalty has a proactive financial impact on organisations. Recent research has confirmed that there is a positive correlation between satisfied, loyal customers and a better bottom line for organisations."

- A. Define 'Customer Loyalty'. (2 marks)
- B. Categorise customers and their loyalty into **FOUR (4)** main groups. Describe the groups. (14 marks)
- C. What are service guarantees? Identify **SEVEN (7)** purposes of these. (14 marks)

(Total 30 marks)

**Question 3**

- A. Define 'Communication'. (2 marks)
- B. There are **FIVE (5)** methods of communication that are used effectively in customer service interaction. Discuss each. (20 marks)
- C. *Eye contact is a very powerful in-service delivery.*  
Discuss this statement by taking **ONE (1)** side. (8 marks)

**(Total 30 marks)****Question 4**

A popular saying about a team is, "Together, Everyone Achieves More"

- A. What is a team? (2 marks)
- B. Differentiate between a *group* and a *team*. (4 marks)
- C. State **SIX (6)** advantages of a team. (6 marks)
- D. Identify **SIX (6)** disadvantages of a team. (6 marks)
- E. Outline **SIX (6)** components of great teamwork. (12 marks)

**(Total 30 marks)****END OF EXAMINATION**