THE COUNCIL OF COMMUNITY COLLEGES OF JAMAICA

ASSOCIATE OF SCIENCE EXAMINATION

SEMESTER I – 2009 DECEMBER

PROGRAMME:	**CLOTHING AND FASHION**
COURSE NAME:	**CUSTOMER SERVICE**
CODE:	**(HOSP1102)**
YEAR GROUP:	**TWO**
DATE:	**MONDAY, DECEMBER 14, 2009**
TIME:	**9:00 – 12:00 NOON**
DURATION:	**3 HOURS**
EXAMINATION TYPE:	**FINAL**

INSTRUCTIONS:

SECTION B: **ANSWER ANY <u>TWO (2)</u> QUESTIONS FROM THIS SECTION.**

SECTION B

Instructions: Answer any two (2) questions from this section.

Question 1

(a) Discuss fully any **five (5)** strategies that can be utilized by management to minimize the effects of waiting ***(15 marks)***

(b) Explain fully **five (5)** techniques that can be implemented to exceed customers' expectations. ***(10 marks)***

(Total 25 marks)

Question 2

Discuss **five (5)** factors in the environment that may affect the provision of quality customer service.

(Total 25 marks)

Question 3

(a) Problem solving can be a tedious task for management. Using the problem solving model as a guide, explain in details the steps involved in finding a suitable solution to a problem. ***(15 marks)***

(b) Explain **five (5)** things that customer service providers can do to prevent creating challenging customers. ***(10 marks)***

(Total 25 marks)

Question 4

Advancement in technology has greatly enhanced the efficiency of customer care delivery in organizations. Discuss **five (5)** ways in which advanced technology has contributed to this.

(Total 25 marks)

END OF EXAMINATION