

4421-02 -201

**Level 2 Award in Principles of Customer Service in Hospitality, Leisure,
Travel and Tourism**

Candidate's Name:
(Block letters please)

Enrolment number:

Centre number:

Date:

Sample question paper

Time allowed: 45 minutes

**You should have the
following for this examination**

- a pen with black or blue ink

General instructions

All questions do **not** carry equal marks. The maximum marks for each question are shown.
Answer **all twelve** questions in Section A.

Read each question carefully. Short answers only are required.

Your answers should be written in the question booklet in the spaces provided.

If additional separate sheets of paper are used, make sure each page is clearly labeled with your name

English and mother tongue dictionaries can be used.

Section A

Answer **all** questions in this section – 36 Marks

1. a) Identify **two** benefits to an organisation of giving good customer service. (2 marks)

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- b) Identify **one** benefit to a customer service deliverer of giving good customer service. (1 mark)

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2. State **one** type of organisation and give an example of **one** of its internal customers and **one** of its external customers. (3 marks)

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3. State **three** benefits of allowing staff to experience the product/ services offered by the organisation. (3 marks)

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4. Give **four** interpersonal skills desirable in a customer service deliverer. (4 marks)

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5. State **two** benefits to an organisation of staff wearing a uniform/ having a dress code. (2 marks)

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6. State an appropriate way of communicating with customers with the following needs: (3 marks)

Confused about what they want:

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Hearing impaired:

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Sight impaired:

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7. State **three** customer expectations on going to a restaurant. (3 marks)

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8. List **three** techniques for communicating with a customer who is angry and abusive. (3 marks)

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9. Identify **three** reasons a customer may choose one service organisation rather than another. (3 marks)

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10. List **three** things an organisation can do to encourage a customer to return. (3 marks)

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11. Describe **three** methods that could be used to ensure service providers can handle complaints effectively. (3 marks)

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12. State **one** purpose of each of the following: (3 marks)

Customer Charter:

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Customer Complaint Log:

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Refund/Replacement Policy

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(Total 36 Marks)

End of Examination
