Principles of Customer Service
Level 1

8992-11-011
Sample Paper 1

This paper must be returned with the candidate's work, otherwise the entry will be void and no result will be issued.

City & Guilds

Candidate's name (Block letters please)

Centre no **Date**

Time allowed: 1 hour (Plus 5 minutes reading time)

Section A Answer **all** 12 questions in Section A. Your answers should be written in the spaces provided.

Section B Answer **all** questions in Section B.

All final answers must be in blue or black ink.
If additional separate sheets of paper are used, make sure each page is clearly labelled with your name.

Calculators and English and mother tongue dictionaries can be used.

Sample Paper 1

For examiner's use only

Section A	Section B	Total
24	16	40

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Section A – 24 marks

Answer **all** questions in this section.

1. Describe what is meant by an

a) internal customer……
(1 mark)

b) external customer……
(1 mark)

2. Give **one** example of a request from an

a) internal customer……
(1 mark)

b) external customer……
(1 mark)

3. Identify **two** expectations when a customer first enters a shop.

……

……
(2 marks)

4. Identify **two** positive non-verbal signals that could be used to show interest, when dealing with a customer.

……

……
(2 marks)

5. Identify **two** negative non-verbal signals that might show disinterest when dealing with a customer.

……

……
(2 marks)

6. There are a number of ways of communicating with customers.

a) State **one** verbal method that could be used to communicate with customers.

……

(1 mark)

b) State **one** non-verbal method that could be used to communicate with customers.

……
(1 mark)

Sample Paper 1

7. Indicate which of the following pieces of information are confidential by inputting 'yes' or 'no' in the table below.

Information	**Confidential (yes or no)**
Customer telephone number	
Date of delivery of customer's laptop	
Name of salesperson	
Number on customer's credit card	

(4 marks)

8. State **one** source of information which would help to deal with a customer query

……

(1 mark)

9. Give **one** feature of an electric toaster which is 'fit for purpose'.

……

(1 mark)

10. State **two** guidelines for dealing with a difficult and angry customer

……

……

(2 marks)

11. State **two** examples of a customer complaint.

……

……

(2 marks)

12. Identify **two** pieces of information that should be recorded in a customer complaint log.

……

……

(2 marks)
(Total 24 marks)

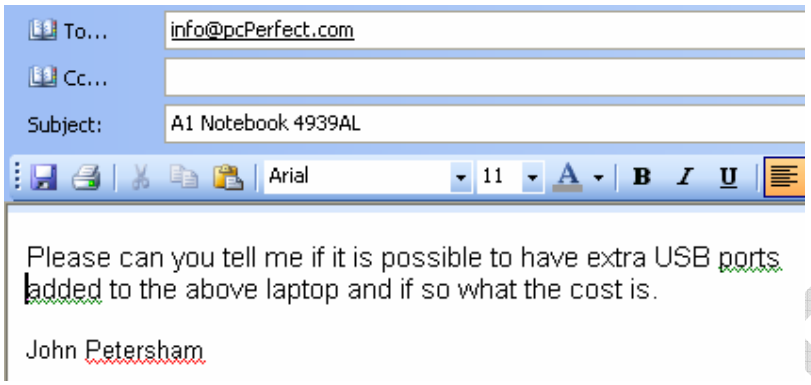
Sample Paper 1

SECTION B – 16 marks

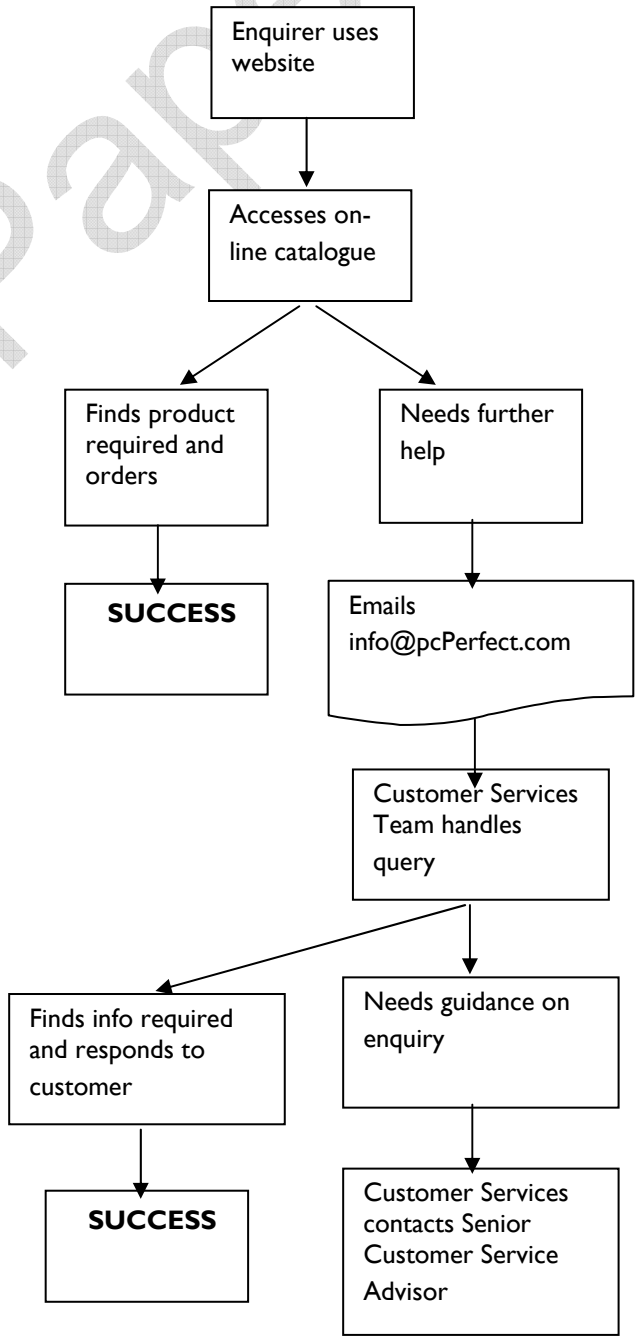
You work as a junior sales assistant for Priti Patel, The Senior Customer Services Advisor. You are spending today on the Customer Service desk and you have the following tasks to complete:

- Write an email
- Draft an in-store notice
- Create a list of questions to help an undecided customer

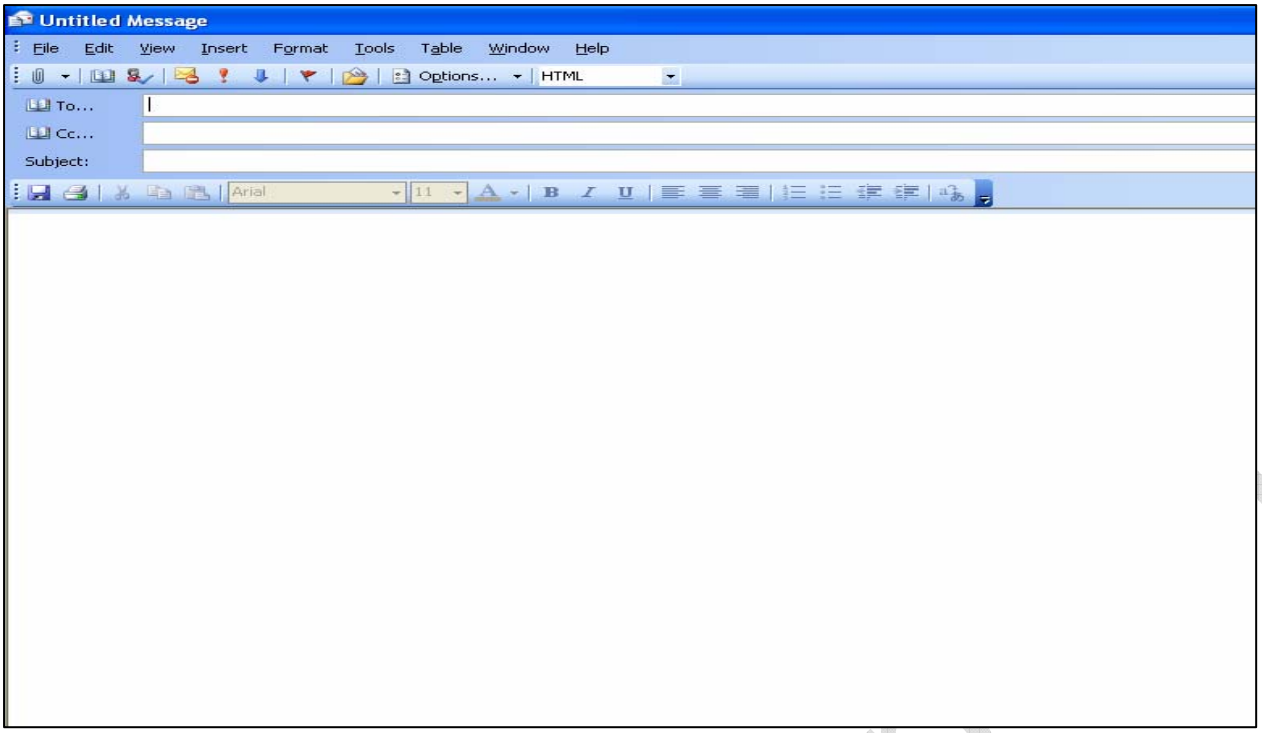
1. You have received the following email from customer, John Petersham. You have been unable to find the information required. Use the flow chart to identify your next course of action and use the blank email over the page and contacts information below to follow up the enquiry.



WEB USER ENQUIRY FLOW CHART



Sample Paper



(6 marks)

2. The PC Verso desk has not been selling in black. You have been asked to draft the wording for an in-store notice to try to sell the remaining stock at half price. Use the space below to draft a notice outlining its features and don't forget to include the offer price.

PC Verso desk with pull-out keyboard shelf. On castors; available in black or pine effect. £60.00

3. A customer has approached you for advice on buying a computer desk and is unsure how to select from the range available. List **three** questions to ask in order to help him decide which desk to buy.

1 ……

……

2 ……

……

3 ……

……

(6 marks)
(Total 16 marks)

Sample Paper 1