

Pearson BTEC (QCF)

Principles of Customer Service

Level 2 – J/506/2132

2015 – Practice Test

Time: 45 minutes

Paper Reference

CS-2-09 PT

You must have:

Multiple choice answer sheet
Black pen

Instructions

- Use **black** ink or ball-point pen.
- Answer **all** questions.
- Encircle your answers on the separate answer sheet.

Information

- The total mark for this paper is 30.
- The marks for **each** question are shown in brackets.

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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- 1** Why is it important to deliver consistently high quality service to customers? (1)
- Select **one** option.
- A** It helps to maintain an organisation's positive reputation
 - B** It reduces the need to act on customer feedback
 - C** It encourages customers to ask questions
 - D** It allows the level of authority given to staff to be reduced
- 2** Service staff are trained to deliver excellent customer service. What is the purpose of this? (1)
- Select **one** option.
- A** To ensure seasonal promotions
 - B** To improve relationships with suppliers
 - C** To improve competitor reputation
 - D** To provide satisfaction to those purchasing products
- 3** Which of these is a feature of an effective follow-up service? (1)
- Select **one** option.
- A** Discounted sale items
 - B** Publication of previous complaints
 - C** Procedures for problem solving
 - D** Provision of customer incentives
- 4** How does the Sale of Goods Act affect the delivery of customer service? (1)
- Select **one** option.
- A** Products provided must conform to sale agreement
 - B** Products must not be sold using misleading practices
 - C** Credit must be provided to allow products to be purchased
 - D** Product information must be provided in writing
- 5** A department store provides its employees with training on how to comply with equality legislation. How will this affect customers? (1)
- Select **one** option.
- A** Range of services will be decreased
 - B** Fair service will be provided
 - C** Service offer will be limited
 - D** More products will be offered

6 Match the explanation to the term.

(2)

Explanation

Term

- (i) A requirement for a specific service
- (ii) A perceived view of the service they will receive

- A** Customer loyalty
- B** Customer want
- C** Customer culture
- D** Customer need
- E** Customer expectation

7 An angry customer has telephoned to make a complaint. Which of these will meet the customer's expectations for a positive outcome in this situation?

(1)

Select **one** option.

- A** Following the organisation's procedure
- B** Supporting the organisation's position
- C** Explaining there are new members of staff
- D** Describing why the issue happened

8 For what purpose is an organisation permitted to use a customer's date of birth?

(1)

Select **one** option.

- A** To determine eligibility for delivery options
- B** To identify service preferences
- C** To determine social status
- D** To identify previous transactions

9 An organisation moves its customer records to an electronic customer relationship management system. Why is this useful?

(1)

Select **one** option.

- A** To analyse new product ranges
- B** To allow competitors to copy information
- C** To promote suppliers of new products
- D** To enable easier authorised access

10 What should a customer complaints process include in order to be effective?

(1)

Select **one** option.

- A** Keeping the customer informed
- B** Issuing the supplier's address to the customer
- C** Introducing online product review forms
- D** Creating opportunities for upselling

11 Which of these defines the term service offer? (1)

Select **one** option.

- A** Services that meet customer expectations
- B** Services provided that are common with competitor services
- C** Those services that have been used by customers
- D** The unique service provided by an organisation

12 An organisation uses a survey to find out how customers feel about it in comparison to its competitors. Why is this important? (1)

Select **one** option.

- A** So changes to organisational procedures can be avoided
- B** So changes can be made to maintain customer loyalty
- C** So customers can be targeted with promotional offers
- D** So information gathered can be shared with other organisations

13 How does the Trade Descriptions Act affect how an organisation delivers customer service? (1)

Select **one** option.

- A** A cooling off period must be given
- B** Credit agreements must be supplied
- C** Information given to customers must be true
- D** Customers must be compensated for cancelled deliveries

14 What must an organisation have in place in order to comply with health and safety legislation when delivering service to customers? (1)

Select **one** option.

- A** Service level agreements
- B** Flexible service
- C** Clear procedures
- D** Reasonable adjustments

15 What should an organisation do to ensure compliance with data protection legislation when a customer has given permission for their contact details to be shared with an overseas organisation? (1)

Select **one** option.

- A** Ensure that the receiving country provides adequate protection
- B** Ensure the information is translated into the relevant language
- C** Ensure the receiving organisation pays for the information provided
- D** Ensure the country is outside of the European Union

- 16** Which of these questions will identify customer needs? (1)
- Select **one** option.
- A** Is there anything I can help you with today?
 - B** Are you happy with the service you have received today?
 - C** Would you be willing to recommend us to your friends?
 - D** Have I resolved this matter to your satisfaction?
- 17** Which of these techniques helps to put a customer at ease? (1)
- Select **one** option.
- A** Asking the customer to make a decision
 - B** Relating to the customer's request
 - C** Questioning the customer's choices
 - D** Asking the customer to wait
- 18** An organisation that sells products online retains a customer's home and work address details. How would this information be used? (1)
- Select **one** option.
- A** To help with business analysis
 - B** To increase the customer's loyalty
 - C** To develop new products for customers
 - D** To allow delivery preferences to be set
- 19** An organisation wants to find out which products are most popular with customers. How would a customer service information system be used to do this? (1)
- Select **one** option.
- A** Reviewing complaints
 - B** Improving marketing
 - C** Analysing sales
 - D** Processing payments
- 20** Why would an organisation need an effective complaints process? (1)
- Select **one** option.
- A** To prevent customers returning in the future
 - B** To enable dissatisfied customers to be identified
 - C** To limit further damage to its reputation
 - D** To improve competitiveness of its service offer

21 An organisation provides added benefits not offered by its competitors. Why is this of value to the organisation? (1)

Select **one** option.

- A** Procedures will be simplified
- B** Staff training can be identified
- C** Advertising will be reduced
- D** Customer retention is improved

22 Which of these will lead to customers receiving poor service? (1)

Select **one** option.

- A** Use of jargon between staff
- B** Poor communication between staff
- C** Large numbers of staff
- D** Thorough training of staff

23 An organisation starts to sell goods to customers through an online service. What must it do to comply with the Consumer Contracts Regulations? (1)

Select **one** option.

- A** Take responsibility for non-delivered items
- B** Provide free delivery to the customer
- C** Provide seller information to the customer
- D** Offer extended guarantees on items

24 An organisation has decided that in future it will only use local suppliers. How will this affect customer service? (1)

Select **one** option.

- A** New procedures will be needed
- B** New premises will be needed
- C** More staff will be needed
- D** More recycling will be needed

25 Which of these is an example of appropriate information that a commercial organisation is allowed to hold about its customers? (1)

Select **one** option.

- A** Religious beliefs
- B** Social contacts
- C** Personal requirements
- D** Out of date personal information

26 An organisation works hard to manage customer expectations.
Why is this important? (1)

Select **one** option.

- A** To provide additional products
- B** To meet staff needs
- C** To demonstrate knowledge
- D** To maintain profitability

27 Why is it important to keep promises when delivering customer service? (1)

Select **one** option.

- A** To limit staff experience
- B** To maintain accurate records
- C** To avoid giving compensation
- D** To establish authority

28 Why is it important to ensure the correct management of customer service information? (1)

Select **one** option.

- A** To protect sensitive information
- B** To review staffing levels
- C** To analyse competitor services
- D** To monitor work performance

29 Which of these is a feature of an effective complaints handling process? (1)

Select **one** option.

- A** Staff rights
- B** Roles of staff involved
- C** Excuses to be given
- D** Opening hours

TOTAL FOR PAPER = 30 MARKS