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<b>SCHOOL</b>	School of Tourism and Hospitality
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<b>ASSESSMENT DATE</b>		<b>SESSION</b>	
<b>ASSESSOR(S)</b>	Ms A Deen		
<b>MODERATOR(S)</b>	Mr R Urwin		
<b>DURATION</b>	75 minutes	<b>TOTAL MARKS</b>	100

<b>NUMBER OF PAGES OF QUESTION PAPER (Including cover page)</b>	10
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**INFORMATION/INSTRUCTIONS:**

- This is an online assessment.
- Answer all questions

**QUESTION 1: MULTIPLE CHOICE****[45]**

- 1.1 Customer value can improve business performance in a number of ways. Which ONE of the following is not the benefit of being customer centric?
- a) It increases an organisation's customer-centric orientation
  - b) It is a market-based resource for competitive advantage.
  - c) **It reduces the impact of change.**
  - d) It leads to more accountable marketing
- 1.2 Which ONE of the following is not used to measure the tangibility dimension in the SERVQUAL?
- a) Tools and instrument used to provide the service are attractive.
  - b) The employees are well dressed and and appears neat.
  - c) The technical equipment is completely up to date.
  - d) **Record keeping such as order and accounts are accurate.**
  - e) The facilities are are visually appealing.
- 1.3 Which ONE of the following is not a good tactic to use when handling customer complaints?
- a) Take action
  - b) Do not be defensive
  - c) **Be bold**
  - d) Be firm
  - e) Escalate the matter
  - f) Use positive body language
- 1.4 Which ONE of the following is not the role of front-line employees?
- a) Being a marketer
  - b) Playing a houndry-spanning role
  - c) Representing the brand
  - d) **Developing strategic decisions**
  - e) Being a service itself
  - f) Personifying the organisation to the customer
- 1.5 An employee does not benefit this from receiving training:
- a) Ability to work in a team
  - b) Interpersonal and technical skills
  - c) Product and service knowledge
  - d) Organisation details
  - e) Ability to service customers well and maintain service quality
  - f) **Improving the organisation servicescape**
- 1.6 Which ONE of the following is not an area that needs careful consideration when designing or blueprinting a service?
- a) The degree of interaction required
  - b) **The residential place of customers**
  - c) The level of visibilitoty
  - d) The amount of customisation
  - e) The level of accessibility
  - f) The degree of technology used
  - g) None of the above

- 1.7 Multiple service providers in the market cause the adequate service level to rise and the zone of tolerance to decrease as consumers understand that they have the ability to switch between service providers. Which of the below options best represent the above statement?
- a) Situational factors
  - b) Predicted service
  - c) Self-perceived role
  - d) **Perceived service alternatives**
  - e) Transitory service intensifiers
  - f) Implicit service promises
  - g) Situational factors
- 1.8 John could not reserve a table on the balcony, as preferred, yet was able to book a table to accommodate all his guests, the night was a success and friends and loved ones thoroughly enjoyed themselves. Which of the below level of customer expectation did John experience?
- a) **Desired service level**
  - b) Ideal service level
  - c) Zone of tolerance
  - d) Customer satisfaction
  - e) Customer delight
  - f) Adequate service level
- 1.9 Any organization has two types of customers. These are :-
- a) Internal staff
  - b) **External customers**
  - c) External staff
  - d) **Internal customers**
- 1.10 In terms of a marketing strategy, customer service should be embedded in four aspects of the marketing mix which includes :-
- a) Position, place, price, product
  - b) Promotion, product, physical evidence, price
  - c) **Promotion, place, price, product**
  - d) None of the available answers
- 1.11 The definition of market segmentation refers to :-
- a) Dividing your markets to make it easier to determine customer needs
  - b) Dividing your market to ensure you can provide individual attention to each segment
  - c) Dividing your market to ensure that each market has an opportunity to succeed
  - d) **None of the available answers**
- 1.12 The different two levels of expectations are :-
- a) **Primary expectation**
  - b) Initial expectation
  - c) **Secondary expectation**
  - d) Tertiary expectation
- 1.13 The exact moment when a guest decides that their expectation has been met or not refers to:
- a) Guest expectations

- b) **Moment of truth**
- c) Service excellence
- d) None of the available answers

1.14 The most common reasons that customers leave your business are :- 4

- a) **Customers felt that the pricing was unfair**
- b) **Customers felt that you did not care about them**
- c) **Customers complaints were unresolved**
- d) Customers complained about the service or product
- e) Poor customer service
- f) **Customers opted for a competitors offer**

1.15 Multiple service providers in the market cause the adequate service level to rise and the zone of tolerance to decrease as consumers understand that they have the ability to switch between service providers. Which of the below options best represent the above statement?

- a) Situational factors
- b) Predicted service
- c) Self-perceived role
- d) **Perceived service alternatives**
- e) Transitory service intensifiers
- f) Implicit service promises
- g) Situational factors

1.16 Marketers do not need to ask themselves ONE of the question below when addressing issues involved in customer service expectations. Which one is that question according to Zeithaml et al suggestions?

- a) What should the marketer do if consumer expectations are unrealistic?
- b) **What should marketers do to reduce the price of the service offered to customers?**
- c) Should an organisation try to delight its customers?
- d) How can customers expectations be exceeded by the organisation?
- e) Do the expectations of services from the customer's point of view continue to escalate?
- f) How can an organisation maintain competitive advantage in meeting customer expectations?

1.17 On a visit to the hairdresser, the cut, blow-dry and hair colour might be satisfactory but the reception area , front desk personnel and bill may be unsatisfactory. Which of the following best represent this type of service failure?

- a) Erratic service pricing
- b) Responding to a customer error
- c) Service product failures
- d) Over servicing
- e) **Inadequate service arena**
- f) Poor repairs to service errors
- g) Not handling special requests and orders efficiently
- h) Inappropriate company environment

1.18 Service process redesign is used to revitalise the process map that has become old or dated. Which ONE of the following does not represent the typical reasons for service redesign?

- a) Enhanced productivity
  - b) Reducing the number of service failures
  - c) Reducing the degree of interaction required
  - d) Reducing time
  - e) Increased customer satisfaction
- 1.19 Which two of the following are common, or generic , service failures across different industries?
- a) **System failure**
  - b) Customer complaints
  - c) Delay in preparing food
  - d) **Responding to a customer error**
  - e) Lack of expertise
  - f) Defensive employees
  - g) Unsatisfied customers
- 1.20 Which two of the following are reasons why customers do not complain after receiving poor customer service?
- a) Do not want to lose part of their money
  - b) **Lack expertise**
  - c) Might not be assisted in future
  - d) **Accept part of the blame**
  - e) They are scared of management
- 1.21 John chose his favourite restaurant due to the service he has come to expect from them over the years, every time he goes to this restaurant he is served by the same waitress who knows him by name, knows his order off by heart and who is always friendly. Which of the below best represent the above scenario?
- a) Adequate service level
  - b) **Predicted service level**
  - c) Usual service level
  - d) Expected service
- 1.22 The service dimensions during the service encounter does not include ONE of the following?
- a) Process of delivery
  - b) Physical evidence
  - c) People and technology
  - d) **Service delivery machines**
- 1.23 A visit to uShaka Marine World in Durban, where one meet mascots, ticket salespeople, restaurant staff, hotel staff, inquiries staff and sales staff in the stores and entertainment area, is referred to as which service?
- a) limited-contact
  - b) low-contact
  - c) medium-contact
  - d) **high-contact**
- 1.24 At which level of empowerment does the employee's job description expand to allow for participation in teams and to use a wider array of skills in the performance of the service?

- a) Suggestion involvement level
- b) High involvement level
- c) **Job involvement**
- d) Employee involvement level

1.25 Customers want service providers to be knowledgeable, courteous and trustworthy. This refers to which ONE of Len Barry's primary dimensions to service?

- a) Responsiveness
- b) Reliability
- c) Empathy
- d) **Assurance**

1.26 The readiness of the organisation to assist customers and provide them with timely service. Which ONE of the below options best suits the above statement?

- a) Assurance
- b) Service delivery
- c) **Responsiveness**
- d) Timely service delivery

1.27 Which ONE of the following is NOT a technique that can be used for selecting the right customer service employee?

- a) Exposure to real job-type situations
- b) Make use of personality tests
- c) **Only use one interviewer**
- d) Observe actual behaviour

1.28 Which ONE of the following options regarding customer service is INCORRECT?

- a) Customer service is employees ability to deliver knowledgeable, capable and enthusiastically product and services to customers
- b) Customer service is the interaction between a company and the customer
- c) **Customer service is the provision of service before and during a purchase**
- d) Customer service is the totality of what an organisation does to add value to its products and services in the eyes of customers

1.29 Which ONE of the following regarding customer value is CORRECT?

- a) **Customer value leads to more accountable marketing**
- b) Customer value is a customer-based resource for competitive advantage
- c) Customer value decreases an organisations market-base orientation
- d) Customer value creates a stronger focus on the market and the service offering

1.30 Which ONE of the following servicescape environments have many variables and are much more complex?

- a) Basic environment
- b) Lean environment
- c) Interpersonal environment
- d) **Elaborative environment**

- 1.31 Which encounter has no human interaction and is done through indirect means, such as catalogues, postal services or the internet?
- a) remote
  - b) ancilliary
  - c) direct
  - d) secondary
- 1.32 Which of the following options are important for an organisation to provide good to exceptional customer service?
- 1) Build and maintain relationships
  - 2) Communicate effectively
  - 3) Project a positive attitude
  - 4) Promise the customer
- a) 2 and 3
  - b) 1 and 4
  - c) 1, 2 and 3
  - d) 2, 3 and 4
- 1.33 Which source of conflict, faced by boundary-spanning service employees, occurs when service employees have to deal with the different expectations of different customers?
- a) Customer conflict
  - b) Organisational conflict
  - c) Person/role conflict
  - d) Inter-client conflict
- 1.34 Consumers have obvious expectations about service elements, but these may be taken for granted rather than considered. This form of customer expectation is:
- a) Fuzzy expectations
  - b) Explicit expectations
  - c) Customer perceptions
  - d) Implicit expectations
- 1.35 Service process redesign is used to revitalise the process map that has become old or dated. Which ONE of the following does not represent the typical reasons for service redesign?
- a) Enhanced productivity
  - b) Reducing the number of service failures
  - c) Reducing the degree of interaction required
  - d) Reducing time
  - e) Increased customer satisfaction
- 1.36 Designing a complex service blueprint comprise of six steps. What is the second last step in this process?
- a) Identify the process to be blueprinted
  - b) Link customer activities to the support function

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- c) Map employee actions and technology actions
  - d) Map the process from the customer's point of view
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**QUESTION 2: TRUE & FALSE**

**[22]**

- 2.1 **False** - Medium-contact service has almost no contact between customers and the service provider.
- 2.2 **False** - Customer satisfaction are the set standards that customers use to measure the performance of service offering.
- 2.3 **False** - Implicit customers have a clearly defined problem and solution, but expectations of how the service provider will perform might be realistic or unrealistic.
- 2.4 **False** - Desired service level is the delivery of flawless service exactly as the customer expected.
- 2.5 **False** - Employee of the month is a form of monetary reward system for employees
- 2.6 **True** - In order for an organization to provide exceptional service you need to build and maintain a relationship with your customers
- 2.7 **False** - Less than 60 percent of our customers are lost due to an attitude of indifference by a member of management and staff
- 2.8 **True** - One of the consequences of bad customer service is that customers will share their negative experiences with anyone who will listen
- 2.9 **False** - One of the disadvantages of empowerment is it costs less to select and train service employees
- 2.10 **True** - Packaging is considered a strategic role in developing the servicescape
- 2.11 **True** - Physical evidence is defined as the environment in which the service is delivered and in which the organization and the customer interact
- 2.12 **False** - Physical evidence is made up of the Facility exterior; Facility Interior; and other intangibles
- 2.13 **False** - Physical evidence in an organisation does not form part of the value proposition
- 2.14 **True** - Teamwork can be defined as departments working together to satisfy guests needs
- 2.15 **False** - The classification of servicescape includes: Self service, Intrapersonal service and Remote service
- 2.16 **False** - SERVQUAL uses a set of 23 items to measure the five quality dimensions



- 2.17 **False** - The combination of physical evidence elements establishes the well-being of both the organization and the customer, thus positioning the organization in the minds of the customers as to what to expect which may be desirable to the consumer
- 2.18 The components of moments of truth are made of the service context and congruence only
- 2.19 **False** - Instrumental complaints are voiced without any expectation that the problem will be rectified
- 2.20 **False** - Voicers are complainers who spread the word outside that the organisation is rendering poor service, but believe that voicing their opinions will have a positive effect on service delivery by the organisation and will also have a wider social effect.
- 2.21 **False** Intensive complaints are aimed at an outside party, such as an offending organisation.
- 2.22 **True** - Increasing customer satisfaction leads to customer loyalty and loyalty equals profitability

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**QUESTION 3: FILL IN THE BLANKS**

**[12]**

- 3.1 **Body language** is a physical expression that you convey to the customer by means of your body action.
- 3.2 A service encounter may or may not occur at the point of purchase. **Technology** has replaced many elements of service delivery.
- 3.3 **Customer delight** occurs when the actual service performance exceeds the consumer's desired
- 3.4 **Frame of reference** is the mental framework of the participants in the service encounter that shape their evaluations and perceptions about the service delivered.
- 3.5 The **service encounter** may or may not occur at the point of purchase.
- 3.6 **Customer value** creates a stronger focus on the customer because it requires a customer-centric approach.

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**QUESTION 4: ARTICLE - MEASURING THE CUSTOMERS' PERCEPTION OF TANGIBLE SERVICE QUALITY IN THE RESTAURANT INDUSTRY: AN EMPHASIS ON THE UPSCALE DINING SEGMENT.**

**[21]**

- 4.1 Reviewing the article discuss why this research in the dining segment is important? Support your argument with a relevant South African example. (10)

Students to discuss the following

- Rapid growth of the restaurant industry
- Change in customer demands requires competitive advantage to stay in business
- Quality customer service is key and will offer financial sustainability and opportunities for competitive advantage

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- Restaurants are no longer viewed as places to just attain sustenance
  - Restaurants now offer an experience that stimulate the senses and hedonic destinations
  - All of which to enjoy and create a memorable experience
  - Students may provide an example to support their answer

4.2 Research indicates that tangible service quality focused on identifying tangible service attributes as perceived important by consumers. Which dimensions were identified by Baker (1987)? (6)

- Design
- Social
- Ambience

4.3 Mention the instruments that Lee, Lee & Dewald (2016) highlight to measure tangible service quality in the hospitality industry? (5)

- SERVICESCAPE
- ATMOSPHERICS
- DINESERV
- TANGSERV
- DINESCAPE

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**ONLINE PAPER: TOTAL MARKS 100**