

# Level 2 Diploma for Customer Service Practitioners (2794-02)

Version 1.0 (October 2018)

## Knowledge Test

Sample paper, multiple choice mark sheet and mark scheme

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## 1 Introduction

### What is in this document

This document contains the Sample Knowledge tests for a mandatory unit within the Level 2 Diploma for Customer Service Practitioners qualification:

- Customer service principles (210)

### How to use the forms

The following documents are included for each pathway:

- Sample questions
- Multiple choice mark sheet
- Mark scheme

Candidates should be provided with the sample questions and the multiple choice mark sheet.

The mark scheme is to be used by employers/training providers/tutors to mark the completed tests.

## 2794-210 Customer service principles

Version 1.0 – October 2018

### You should have the following for this test

- a pen with black or blue ink
- multiple-choice answer sheet

### Read the following notes before you answer any questions:

- Attempt all questions
- If you find a question difficult, leave it and return to it later

This paper contains 25 questions. All questions have equal marks.

This question paper is the property of City & Guilds

### How to complete the multiple choice answer sheet

Each question shows four possible answers (lettered 'a', 'b', 'c' and 'd'); only one is correct.

Decide which one is correct and mark your answer on the answer sheet with your pen.

For example if you decide 'b' is correct, mark your answer with a cross like this:

1 a  b  c  d

If you change your answer, cancel your first choice by filling in the box then put a cross in the answer which you have now decided is correct like this:

1 a  b  c  d

2794-210

## Customer service principles - Sample Questions

1. What does the 'P' in PESTLE stand for?
  - a) Population.
  - b) Profitable.
  - c) Product.
  - d) Political.
  
2. The **main** advantage of a PESTLE analysis is that it is able to
  - a) identify strengths
  - b) eliminate threats
  - c) support change
  - d) increase profit.
  
3. The **main** reason for keeping up-to-date with competitors' activities is to assist with
  - a) regulatory planning
  - b) strategic planning
  - c) recruitment
  - d) networking.
  
4. The **main** reason organisations change their customer database is to
  - a) be more professional
  - b) guarantee suitability
  - c) ensure profitability
  - d) be data compliant.
  
5. Which of the following is the **most** effective way to introduce organisational change to staff?
  - a) By email.
  - b) In a meeting.
  - c) In a one-to-one.
  - d) By word of mouth.

6. A service offer is important to customers because it
- a) sets out what can be expected
  - b) details the sales experience
  - c) lists organisation's contacts
  - d) contains the refund policy.
7. Service offers are valuable to an organisation because they
- a) cut staffing
  - b) cut productivity
  - c) ensure flexibility
  - d) ensure consistency.
8. Which of the following internal processes can affect the service offer?
- a) Confidentiality statement.
  - b) Grievance procedure.
  - c) Distribution method.
  - d) Equality policy.
9. What is a customer service supply chain?
- a) Profit to non-profit.
  - b) Retailer to supplier.
  - c) Business to business.
  - d) Consumer to market.
10. Which of the following is the starting point for a coffee supply chain?
- a) Distribution department.
  - b) Raw material source.
  - c) Sales and marketing.
  - d) External customer.
11. The supply chain is important to customer service because it can
- a) ensure maximum profit
  - b) control administration
  - c) deal with complaints
  - d) assist with deadlines.

12. Why is the achievement of a customer service offer important?
- a) It resolves complaint handling.
  - b) It encourages repeat business.
  - c) It ensures an increase in sales.
  - d) It sets management style.
13. Which of the following is the **most** cost-effective method of attracting customers?
- a) Word of mouth.
  - b) Advertising hoardings.
  - c) Buy one get one free.
  - d) Point of sale.
14. Which of the following is a way an organisation can retain its customers?
- a) Staff turnover.
  - b) Initial approach.
  - c) Increasing advertising.
  - d) Remaining competitive.
15. When an organisation rewards customer loyalty, what is the **main** advantage for its staff?
- a) Work can increase.
  - b) Profitability will increase.
  - c) Sales can increase.
  - d) Product availability will increase.
16. Which of the following is a disadvantage to an organisation in rewarding loyalty?
- a) Customers can be confused.
  - b) Customers can be encouraged.
  - c) It segments the customers.
  - d) It emphasises the brand.
17. Which of the following is a **main** reason for customers' to remain loyal to a service provider?
- a) Sales figures.
  - b) Adverse experience.
  - c) Next day delivery.
  - d) Level of management.

18. Which of the following is **most** likely to add value for a customer?
- a) Payment methods.
  - b) Targeted products.
  - c) Complaint handling.
  - d) Personalised service.
19. Added value is **most** beneficial to the customer and the organisation when it
- a) ensures continuous profitability
  - b) ensures cost effective solutions
  - c) improves production methods
  - d) improves staff recruitment.
20. What does the acronym USP stand for?
- a) Unique Selling Point.
  - b) Unique Service Point.
  - c) Unique Sales Partnership.
  - d) Unique Service Partnership.
21. What is meant by a Unique Service Offer (USO)?
- a) It is a new item.
  - b) It is a bonus item.
  - c) It has a profitable feature.
  - d) It has a competitive feature.
22. Which of the following promotional methods is **most** likely to increase customer awareness of a new car?
- a) A bus campaign.
  - b) A billboard campaign.
  - c) A radio advertisement.
  - d) A television advertisement.
23. Which of the following is a weakness of radio advertising?
- a) It is very creative.
  - b) It is very expensive.
  - c) It reaches a large audience.
  - d) It reaches customer segments.



24. Why are positive 'first impressions' important?

- a) They ensure customers will return.
- b) They allow objections to be raised.
- c) They are the start to building a relationship.
- d) They give a reason to approach the customer.

25. An organisation can improve its reputation by

- a) using feedback
- b) monitoring stock
- c) decreasing prices
- d) setting examples.

# Multiple choice mark sheet

Test

2	7	9	4
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2	1	0
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Version

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Candidate name

(please print)

First name
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Surname
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Date of test

dd	/	mm	/	yy
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1 a  b  c  d

15 a  b  c  d

29 a  b  c  d

2 a  b  c  d

16 a  b  c  d

30 a  b  c  d

3 a  b  c  d

17 a  b  c  d

31 a  b  c  d

4 a  b  c  d

18 a  b  c  d

32 a  b  c  d

5 a  b  c  d

19 a  b  c  d

33 a  b  c  d

6 a  b  c  d

20 a  b  c  d

34 a  b  c  d

7 a  b  c  d

21 a  b  c  d

35 a  b  c  d

8 a  b  c  d

22 a  b  c  d

36 a  b  c  d

9 a  b  c  d

23 a  b  c  d

37 a  b  c  d

10 a  b  c  d

24 a  b  c  d

38 a  b  c  d

11 a  b  c  d

25 a  b  c  d

39 a  b  c  d

12 a  b  c  d

26 a  b  c  d

40 a  b  c  d

13 a  b  c  d

27 a  b  c  d

14 a  b  c  d

28 a  b  c  d

Number of correct answers

Grade

Marked by

Date

## 2794-210 Customer service principles - Mark Scheme

Grading: P/F

Pass 18 marks (72%)

Question no	Key	Question no	Key
1	D	21	D
2	C	22	D
3	B	23	B
4	D	24	C
5	B	25	A
6	A		
7	D		
8	A		
9	C		
10	B		
11	D		
12	B		
13	A		
14	D		
15	C		
16	A		
17	C		
18	D		
19	B		
20	A		