City& Guilds

Level 1 Introductory Certificate in Customer Service (7014-14-014)

International Introductory Award in Customer Service
(8415-55-055)

Sample questions and sample marking scheme

These are examples of types of questions asked.
A full question paper contains 40 questions.

Sample question 1

Is it true that identifying and meeting customer needs is a vital part of providing good customer service?

A. Yes
B. No

Sample question 2

It is the people serving a customer that make the difference between acceptable service and excellent service.

A. This statement is true.
B. This statement is false.

Sample question 3

Advertising for new customers is cheaper than retaining existing customers through good customer service.

A. This statement is true.
B. This statement is false.

Sample question 4

Delivering good customer service always makes the working environment more stressful.

A. This statement is true.
B. This statement is false.

Sample question 5

An external customer is any person on the receiving end of products and services.

A. This statement is true.
B. This statement is false.

Sample question 6

Customer care and customer service are concerned with different things.

A. This statement is true.
B. This statement is false.

Sample question 7

Customers who are interested in doing business with you are certain to call back later if you do **not** always answer the telephone.

A. This statement is true.
B. This statement is false.

Sample question 8

Call centre staff may find it harder to interpret what customers mean; because they cannot see customers' body language.

A. This statement is true.
B. This statement is false.

Sample question 9

It is best to smile at all times; even when the customer is angry.

A. This statement is true.
B. This statement is false.

Sample question 10

Is it true to say that you should acknowledge a customer's presence as soon as possible?

A. Yes.
B. No.

Marking scheme – Do not show to Candidates

Sample question	Answer
1.	A
2.	A
3.	B
4.	B
5.	A
6.	B
7.	B
8.	A
9.	B
10.	A