

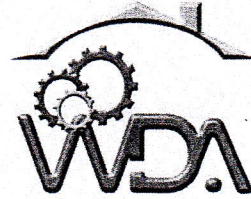
**FIB- Customer Care, Ethics and  
Deontology**

**T058**

**Wednesday, 28/11/2018**

**08:30 – 11:30 AM**

**WORKFORCE DEVELOPMENT AUTHORITY**



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**ADVANCED LEVEL NATIONAL EXAMINATIONS, 2018,  
TECHNICAL AND PROFESSIONAL STUDIES**

**EXAM TITLE: CUSTOMER CARE, ETHICS AND DEONTOLOGY**

**OPTION: Finance and Banking (FIB)**

**DURATION: 3 hours**

**INSTRUCTIONS:**

The paper is composed of **two (2) main Sections** as follows:

**Section I: Eleven (11) compulsory questions. 55 marks**

**Section II: Attempt any three (3) out of five questions. 45 marks**

**Note:**

***Every candidate is required to carefully comply with the above instructions. Penalty measures will be applied on their strict consideration.***

**Section I. Eleven (11) Compulsory questions**

**55 marks**

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- 01.** Is business ethics the same as corporate ethics? If yes or not, explain. **(4 marks)**
- 02.** Explain the difference between conflict and excellent service. **(5 marks)**
- 03.** Elements of the company's which separately and collectively directly influence customer satisfaction are: product or service; Sales; After-sales; Location; Time; and Culture. **(5 marks)**  
Discuss the factors for each element above.
- 04.** When customers are complaining they are usually in a emotive state of mind. They can appear to be quite aggressive and threatening. What is the best way to calm them down and try to solve their problems? **(5 marks)**
- 05.** Discuss any three Customer Service Challenges that you might have to face and the proper ways you can handle them. **(6 marks)**
- 06.** Identify the importance of ethics in customer business. **(5 marks)**
- 07.** Explain clearly the best way to calm the complaint of customers in the organization. **(5 marks)**
- 08.** By supporting your answer, disagree or agree on the following statements. **(12 marks)**
- a)** Customers are more easily satisfied if their expectations are effectively managed.
  - b)** In responding to a frustrated customer's question, it's a good idea to immediately offer a solution.
  - c)** Most upset customers will calm down if you offer a sincere apology.
  - d)** When you answer a call, and the customer really needs to resolve the issue with another department, it's your responsibility to make sure the customer reaches someone who can help.

- e) When dealing with an angry customer face to face, making no eye contact and looking away will make you and the customer feel better.
  - f) When dealing with an abusive customer on the phone, it's important to hang up right away.
- 09.** Apart from improving skills, identify at least other three (3) reasons for staff development. **(3 marks)**
- 10.** Identify three circumstances when customer service staff would need to use questioning to satisfy a customer. **(3 marks)**
- 11.** Give two reasons why an organisation must keep its customer records safe and secure. **(2 marks)**

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**Section II. Choose and answer any three (3) questions** **45 marks**

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- 12.** The following are five ethical concepts justifying the contribution of ethics to customer satisfaction: Selecting the Right Products, Reliable Source of Information, Not Overselling, Standing by Products and Services, Good Corporate Citizenship.  
State how each of the above ethical concepts contribute to customer satisfaction. **(15 marks)**
- 13.** Define distinctly five techniques to deal with difficult customers. **(15 marks)**
- 14.** There are different leadership ways you can use for your customers that are not satisfied. Discuss five (5) leadership practices for improving customer service. **(15 marks)**
- 15. (a)** Describe at least two reasons why the Customer is the Boss.  
**(b)** By providing at least three (3) examples on each, provide the difference between “needs” and “wants”. **(15 marks)**

- 16.** As a marketer, you don't have only to satisfy the needs of your customers, but you want to even exceed customer expectations.
- (a) List at least five (5) simple ways (techniques) by which any business can look to exceed customer expectations.
  - (b) List and explain 5 reasons of following up customers before it is too late.

**(15 marks)**