

**Multiple choice questions**

**Chapter 2 - Enhance customer service experiences**

1. In the event environment, which of the following is an example of an internal customer?

- a. Supplier
- b. Exhibitor
- c. Visitor
- d. Audience

ANS: a

PTS: 1

DIF: H

TOP: Provide a quality service experience

2. Customers (end users) in the event environment are provided with services from which of the following?

- a. Paid staff, contractors/service providers and volunteers
- b. Paid staff, contractors/service providers/venue staff and volunteers
- c. Sponsors
- d. Spectator services staff

ANS: b

PTS: 1

DIF: H

TOP: Provide a quality service experience

3. Being proactive in providing customers with information involves which of the following?

- a. Providing event information
- b. Being active in greeting guests
- c. Acting on requests for information
- d. Thinking ahead about the client's needs

ANS: d

PTS: 1

DIF: M

TOP: Proactively respond to difficult service situations

4. External customers in the event environment include:

- a. Visitors, guests, delegates, attendees, audience
- b. Anyone who has paid for a ticket
- c. The media
- d. Local council

ANS: a

PTS: 1

DIF: M

TOP: Provide a quality service experience

5. Event registration for a conference, performed by a specialist organisation, is a service to which of the following?

- a. The conference organiser
- b. The conference organiser and the delegates
- c. The venue
- d. The stage manager

ANS: b

PTS: 1

DIF: E

TOP: Develop customer relationships

6. When a couple buys a package wedding and the sales person invites them to taste the menu items, this is:

- a. Suggestive selling
- b. Informational selling
- c. Benefit selling
- d. Top-down selling

ANS: d

PTS: 1

DIF: M

TOP: Develop customer relationships

7. Special needs guests include:

- a. Friends and family of the customer
- b. People with religious requirements for eating and drinking
- c. People who do not respond to the invitation
- d. People who decline their invitation

ANS: b

PTS: 1

DIF: M

TOP: Proactively respond to difficult service situations

8. Teamwork specifically in the event environment is different to that in most long-life businesses because:

- a. The team is diverse
- b. The team is diverse and temporary
- c. People don't respect differences
- d. Some members don't speak English

ANS: b

PTS: 1

DIF: M

TOP: Resolve customer complaints

9. Escalating a problem means:

- a. Challenging the customer's viewpoint
- b. Being proactive
- c. Acting on the information
- d. Taking the issue to a higher level in the organisation

ANS: d

PTS: 1

DIF: E

TOP: Resolve customer complaints

10. When handling complaints, the phase of determining options involves:

- a. Understanding policies and procedures
- b. Listening to the problem
- c. Avoiding escalation
- d. Following up

ANS: a

PTS: 1

DIF: M

TOP: Resolve customer complaints