**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