

(請作答於答案卷上)

一、選擇題(每題五分，計 40 分)

1. Why must a manager monitor the front office employees' attitudes so closely?
 - (A) They are frequently paid less than back office employees.
 - (B) They have direct contact with the customer.
 - (C) They are more difficult to replace than back office employees.
 - (D) Front office work is more mentally taxing than back office work.

2. For services, *the process is the product*. This implies that
 - (A) one should view the process as whole, rather than individual components of the process.
 - (B) improvements cannot be made in one area without affecting other aspects of the service.
 - (C) customer satisfaction is a function of the entire service experience.
 - (D) the more involved a customer is in the service, the less satisfied he/she will be.

3. Signs and symbols in a service facility are helpful because they:
 - (A) Orient customers and promote acceptable behavior
 - (B) Cause customers to spend more money per visit
 - (C) Reduce anxiety associated with waiting
 - (D) Cause employees to be more helpful

4. Which of the following is not an advantage of the "single queue"?
 - (A) Social justice is guaranteed
 - (B) The line appears short
 - (C) Servers are fully utilized
 - (D) Avoid waiting behind a demanding customer

5. Which of the following is not an advantage of the 'multiple queue'?
 - (A) Service delivered can be differentiated.
 - (B) The customer can choose which server he/she wishes to do business with.
 - (C) Division of labor is possible.
 - (D) The arrangement guarantees fairness.

6. Which of the following is not a way by which services can manipulate demand to match supply?
 - (A) Segmenting customers into distinct groups with different needs, and letting (or forcing) these groups use the service at different times.
 - (B) Offering price incentives at off-peak times.
 - (C) Using reservation systems.
 - (D) Using part-time help.

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7. Which of the following is not a way by which services can manipulate supply to match demand?
- (A) Educating employees to perform different tasks.
 - (B) Adding complementary services (i.e. a car dealership that opens a repair garage).
 - (C) Increasing customer participation in the service.
 - (D) Sharing resource with competitors.
8. What element(s) of the service package have an impact on customer satisfaction?
- (A) Supporting Facility
 - (B) Explicit and Implicit Service
 - (C) Facilitating Goods
 - (D) All have an impact

二、某速食餐廳全台共有 80 家店面，總公司欲評估各店面之服務品質，進行方式為由秘密客進行訪視、評分，現在在秘密客出發前，總公司要訂出秘密客的評分標準，請幫總公司設計出此評分表。(30 分)

三、請舉出“防呆”法設計在飯店服務設計上的應用實例二個(10 分)。

四、服務失誤可能由顧客造成，請舉出在飯店業常見由顧客造成的服務失誤例子二個，並說明應如何解決及預防。(每個例子 10 分，共 20 分)

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