

BIIAB Level 1 Award in Principles of Customer Service

The specimen questions contained in this document are representative of the type of questions used to assess candidates taking the BIIAB Level 1 Award in Principles of Customer Service multiple choice question examination.

The examination comprises of **20** multiple choice questions and lasts **30 minutes**. Candidates have to correctly answer **14 out of 20 questions to pass**.

The answers to each of these questions are shown on the last page.

Specimen Questions

- 1. Which statement most accurately describes customer service?**
 - A A face-to-face interaction between a seller and a buyer focused solely on sales
 - B The guidance and support given by a company to individuals who purchase or utilise its products or services
 - C The handling of customer complaints and returns through a formalised process
 - D The provision of technical assistance limited to electronic devices
- 2. Which personal behaviour is a crucial factor in providing excellent customer service and attracting new customers?**
 - A Showing preference to certain customers based on personal biases
 - B Keeping interactions strictly professional and avoiding any form of empathy
 - C Avoiding direct eye contact to minimise pressure on the customer
 - D Displaying genuine enthusiasm and a positive attitude towards helping customers
- 3. What is the initial step in effectively serving a customer in a customer service role?**
 - A Actively listening to understand the customer's issue or need fully
 - B Promptly offering a discount to ensure customer satisfaction
 - C Assuming the customer's needs without asking
 - D Guiding the customer to self-service options to save time
- 4. What is an early sign that a customer might be close to making a complaint?**
 - A The customer's tone changes to show frustration or annoyance
 - B The customer carefully reviews product information
 - C The customer takes notes during the conversation
 - D The customer asks for more time to decide
- 5. Why is having extensive knowledge about products and services vital for staff?**
 - A It assists in solely focusing on product features, neglecting customer needs
 - B It helps them avoid providing direct responses to customer enquiries
 - C It allows them to provide accurate information, address concerns, and match products or services to customer needs
 - D It's only essential for advanced products, not for simple ones
- 6. What is a key aspect of effective teamwork?**
 - A A strict hierarchy that limits decision-making to team leaders only
 - B Open communication that encourages sharing ideas, feedback, and concerns
 - C Each team member working in isolation to achieve their personal goals
 - D Competition among team members to achieve the best individual results

Mark Scheme

Q	Answer	Assessment Criteria
1	B	1.1 State the meaning of Customer Service
2	D	2.2 State the standards of personal presentation and behaviour to maintain and attract new customers
3	A	3.1 List the key steps in serving customers
4	A	4.1 Describe how to recognise when a customer is about to make a complaint
5	C	5.1 Explain the importance of product and service knowledge when selling
6	B	6.2 Identify what leads to effective teamwork and the role you play within that team