**Test Paper**

**Effective Communication Skills, Handling Customer Complaints, Building Customer Relationships**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Instructions: Answer all the questions to the best of your ability. Please write clearly.

**Section 1: Multiple Choice Questions (20 Marks)**

1. What is the most important aspect of effective communication?

- A. Speaking loudly

- B. Clear and concise message delivery

- C. Using technical jargon

- D. Talking continuously without breaks

2. Which of the following is NOT a component of active listening?

- A. Maintaining eye contact

- B. Interrupting frequently

- C. Nodding in agreement

- D. Providing feedback

3. What is the first step in handling a customer complaint?

- A. Blaming the customer

- B. Listening to the customer’s issue

- C. Ignoring the complaint

- D. Offering a solution immediately

4. How should you respond to a customer who is angry?

- A. Argue with the customer

- B. Stay calm and listen actively

- C. Hang up the phone

- D. Ignore their complaints

5. Which of the following best describes empathy in customer service?

- A. Feeling sorry for the customer

- B. Understanding and sharing the feelings of the customer

- C. Sympathizing with the customer’s situation

- D. Offering discounts to the customer

6. What is a key benefit of building strong customer relationships?

- A. Decreased customer loyalty

- B. Increased customer complaints

- C. Higher customer retention

- D. Lower customer satisfaction

7. Which method is most effective for building customer relationships?

- A. Automated response systems

- B. Personalizing interactions with customers

- C. Avoiding follow-up communications

- D. Providing generic responses

8. What is an important skill in resolving customer complaints?

- A. Aggressive speaking

- B. Patience and understanding

- C. Quick dismissal of issues

- D. Talking over the customer

9. What should you do if you do not know the answer to a customer's question?

- A. Make up an answer

- B. Admit you don’t know and find out the information

- C. Ignore the question

- D. Change the subject

10. How can you show a customer that you value their feedback?