

***Umiker's Management Skills for the New Health  
Care Supervisor 8th edition Ellison Test Bank***

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## Chapter: Chapter 02 - Quiz

### Multiple Choice

1. \_\_\_\_\_ include more than just those who purchase the goods and services.

- A) Customers
- B) Patients
- C) Leaders
- D) Physicians

Ans: A

Complexity: Easy

Ahead: Who Are Our Customers, and What Do They Want?

Subject: Chapter 2

Title: Customer Service

2. \_\_\_\_\_ include nurses, staff physicians and other professionals, students, trainees, employees, departments, and committees.

- A) External customers
- B) Internal customers
- C) Patient customers
- D) All of these are correct.

Ans: B

Complexity: Easy

Ahead: Who Are Our Customers, and What Do They Want?

Subject: Chapter 2

Title: Customer Service

3. Customers \_\_\_\_\_ to healthcare organizations include patients, patients' families, visitors, referring physicians, doctors' offices, blood donors, and third-party payers.

- A) adjacent
- B) external
- C) closest
- D) internal

Ans: B

Complexity: Easy

Ahead: Who Are Our Customers, and What Do They Want?

Subject: Chapter 2

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4. Your goal should be to hire employees who are competent, caring, and resistant to turnover. This is an example of:

A) the termination process.

B) educational programs.

C) satisfaction systems.

D) the recruiting process.

Ans: D

Complexity: Easy

Ahead: Techniques for Improving Customer Service

Subject: Chapter 2

Title: Customer Service

5. Understanding what drives customer behavior can help achieve the best customer satisfaction.

Theories and concepts on \_\_\_\_\_ can help understand behavior.

A) patients

B) experiences

C) customer service

D) satisfaction

Ans: C

Complexity: Easy

Ahead: Customer Service Concepts

Subject: Chapter 2

Title: Customer Service