

Listening Exercise

Listen to an interview with Mr. V Mahesh of the University of Buckingham, about the university's post-graduate course in Service Management. Complete the notes with the missing words or phrases.

Post Graduate Course on Service Management

1. Course started _____
2. Service sector accounts for over _____ of new employment in the UK and other countries.
3. Most management schools focus on consumer and industrial product _____ and _____.
4. For a modern career, you need education in how to _____, _____, and _____ superior service.
5. The programme helps students learn how to _____
6. Traditional customer service training focuses on skills such as _____ manners, _____ training and so on.
7. When people _____, they get exposed to other countries and services.
8. If companies fail to provide good service, customers will go to better _____.

