

No. of Printed Pages : 2

**BRL-004**

**DIPLOMA IN RETAILING/  
B. B. A. IN RETAILING  
(DIR/BBARIL)  
Term-End Examination  
December, 2023**

**BRL-004 : CUSTOMER SERVICE MANAGEMENT**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** (i) Answer any **five** questions.

(ii) All questions carry equal marks.

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1. Why is good customer services required ?  
Explain the points to be kept in mind for effective selling via good customer service. 10
2. Describe the classification of customer service in retail store with suitable examples. 10
3. (a) Describe the verbal and non-verbal buying signals. 5  
(b) Explain closing and confirming techniques of sales. 5

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[ 2 ]

4. Explain the determinants of service quality with suitable examples. 10
5. Explain various strategies for service recovery of with suitable examples. 10
6. How can you built customer loyalty ? Discuss with examples. 10
7. How can you create a positive culture in a retail organisation ? Explain with suitable examples. 10
8. Write short notes on any *two* of the following : 5 each
  - (a) Customer Experience Management
  - (b) Changing scenario in customer expectations
  - (c) Employee training
  - (d) Word of mouth

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