

**BACHELOR OF BUSIENSS
ADMINISTRATION IN RETAILING
(BBARIL)**

Term-End Examination

December, 2023

BRL-105 : CUSTOMER SERVICE MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

(ii) *All questions carry equal marks.*

1. What is Customer Service ? Explain qualities of good customer service with the help of examples. 4+16

2. (a) How will you prepare yourself for the sale of the products ? 10

- (b) How will you identify customer needs and wants and match the products to the needs and wants ? 10

3. Describe various types of customers' personalities. Discuss any *two* closing methods that may work with different personalities. 12+8
4. What is Customer Experience Management ? How can you manage customer experience ? Discuss with examples. 4+16
5. (a) Describe the reasons for customer grievance with examples. 10
(b) Discuss the behaviour of aggrieved customers with examples. 10
6. What is Internal Marketing ? Explain the objectives and areas of internal marketing. 4+16
7. (a) Describe the process of communication. 10
(b) Discuss the effective communication strategies. 10
8. Write notes on any *two* of the following :
10 each
 - (a) Customer Satisfaction Score (CSAT)
 - (b) Importance of customer innovations in customer services
 - (c) Customer Service Champs
 - (d) Benefits of service quality management