

**DIPLOMA IN RETAILING (DIR)/BBA IN
RETAILING**

Term-End Examination

December, 2015

00313

BRL-004 : CUSTOMER SERVICE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

Note : *Attempt any five questions. All questions carry equal marks.*

1. (a) Describe the importance of customer service 5+5
for a Retail Store.
(b) Discuss the points to be kept in mind for
effective selling via good customer service.
2. Discuss briefly the ways of dealing with the 10
objections of the Retail Customers.
3. (a) State the benefits of service quality 5+5
management to the Retail Organisation.
(b) Describe the issues to be focused for delivery
of superior service quality.
4. Explain the concept and benefits of the customer 10
experience management.
5. (a) Describe the behavioural responses of the 5+5
aggrieved customers.
(b) Discuss various types of complainers.

6. (a) Explain the various ways the customers respond. When they experience service failures. **5+5**
- (b) Describe the areas which must be specifically addressed for the employee training to handle the customers with grievance.
7. Explain the attributes of a successful team for the Retail Store. **10**
8. Write short notes on **any two** of the following : **5+5**
- (a) The customers walks - The Magic Moment.
- (b) Types of customers personalities.
- (c) Technical and Functional qualities of services.
- (d) Internal customer satisfaction in Retail.
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