

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

**Term-End Examination**

**December, 2016**

**BRL-004 : CUSTOMER SERVICE MANAGEMENT**

*Time : 2 hours*

*Maximum Marks : 50*

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

*(ii) All questions carry equal marks.*

1. Explain the classification of the customer service. 10  
Substantiate your answer with examples.
2. Describe various ways of dealing with the customer objections. 10
3. (a) Describe the skills required to fulfill customer expectation. 5+5  
(b) Why do customers buy from the competitors ?
4. What is service quality ? Distinguish between technical quality and functional quality of service. 3+7
5. What do you mean by customer loyalty ? Discuss the factors affecting customer loyalty. 3+7
6. Describe various reasons for customer grievances. 10

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7. (a) What are the benefits of service recovery ? 5+5  
(b) How can you provide effective service recovery ?
8. Write short notes on **any two** of the following : 5+5  
(a) Barriers to customer service.  
(b) Complaint management.  
(c) Team work.  
(d) Cost of losing a customer.
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