

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

Term-End Examination

December, 2017

BRL-004 : CUSTOMER SERVICE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. How can you classify customer services ? Discuss with suitable examples. 10
2. Describe various ways of handling customer objections briefly. 10
3. What is service quality ? Distinguish between technical and functional quality of services. 3+7
4. Explain the key areas of customer experience management with suitable examples. 10
5. Describe the factors affecting customer loyalty. Do you think that these factors may be useful in making the customers loyal ? 8+2
6. (a) What are the benefits of service recovery ? 5+5
(b) How can you provide effective service recovery ?

7. How can companies build a positive culture through innovative methods when new employees join the corporate office? Discuss with suitable examples. 10
8. Write notes on any two of the following : 5+5
- (a) Initiating sales conversations
 - (b) Customer loyalty programmes
 - (c) Internal customer satisfaction in Retail
 - (d) Educating the customer
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