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

**Term-End Examination**

**December, 2018**

**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 the customer service ? 10  
Discuss with the help of examples.
  
2. Distinguish between : 5+5
  - (a) Single baggers and double baggers characteristics of salesperson.
  - (b) Good customer service and Bad customer service.
  
3. (a) What are Customer expectations from 5+5  
Retailers ? Explain.
  - (b) Describe the attitude, knowledge and skills required to fulfill customer expectations.
  
4. What is service quality ? Describe the two 3+7  
dimensions of service quality.

5. Explain the key areas of Customer Experience Management. Give suitable examples. 10
6. (a) Discuss the cost of losing a customer. 5+5  
(b) Describe the ladder of loyalty with suitable examples.
7. What do you mean by complaint management ? 3+7  
Discuss the process of complaint management.
8. Write short notes on **any two** of the following : 5+5  
(a) Word-of-Mouth Communication  
(b) The Services Marketing Triangle  
(c) Loyalty Programmes  
(d) Behaviour of Aggrieved Customer
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