

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

**Term-End Examination**

**June, 2017**

00197

**BRL-004 : CUSTOMER SERVICE MANAGEMENT**

*Time : 2 hours*

*Maximum Marks : 50*

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- Note :** (i) *Attempt any five questions.*  
(ii) *All questions carry equal marks.*
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1. (a) "The mantra for good customer service is ownership." Discuss the statement with suitable examples, explaining the need and importance of Customer Service. **5+5**  
(b) Describe the impact of good and bad customer services on the customers.
2. Discuss the main reasons for customer objections. **10**
3. What are the importance of Product Knowledge in Retail Selling ? How can you build the product knowledge ? **3+7**
4. What do you mean by customer expectations ? Describe the types of customers personalities with suitable examples. **3+7**
5. Discuss the factors influencing expected quality in retail organisations. **10**

6. Explain the guidelines for handling customer complaints effectively. 10
7. Describe the attributes of a successful team. 8+2  
Do you think that these attributes facilitate team work in the Retail Store ?
8. Write short notes on **any two** of the following : 5+5
- (a) Double baggers
  - (b) Sales affirmation
  - (c) Types of customer loyalty
  - (d) Complaint management
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