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

**Term-End Examination**

**June, 2018**

**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) Describe the importance of product knowledge. **5+5**  
(b) How can you build the product knowledge ? Explain with examples.
2. Explain the main reasons for customer's objections. Give suitable examples. **10**
3. Discuss various types of customer's personalities. Explain with examples. **10**
4. Explain the determinants of service quality identified by Zeithmal and Berry. **10**
5. What is customer loyalty ? Describe the importance of customer loyalty with examples. **3+7**

6. Explain the strategies for service recovery with suitable examples. 10
7. What do you mean by teamwork ? Discuss the attributes of a successful team. 3+7
8. Write short notes on **any two** of the following : 5+5
- (a) Initiating sales conversations
  - (b) Changing scenario in customer expectations
  - (c) Internal customer satisfaction in Retail
  - (d) Managing promises
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