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**BRL-004**

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

**Term-End Examination, 2019**

**BRL-004 : CUSTOMER SERVICE MANAGEMENT**

**Time : 2 Hours]**

**[Maximum Marks : 50**

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**Note :** Attempt any five questions. All questions carry equal marks.

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1. How can you classify customer services ? Do you think that these services are important for all Retail Organisations ? Discuss with examples. [8+2=10]
2. Explain various ways of handling customer objections. [10]
3. Describe the types of customer personalities with examples. How do they facilitate the sales persons of the Retail Organisation ? [8+2=10]
4. Explain the determinants of service quality provided by Parasuraman, Zeithamel and Berry. [10]
5. Do you think that loyal customers may purchase a large

amount of products/services and also recommend the provider to others. Discuss and explain the factors affecting customer loyalty. [3+7=10]

6. Explain the reasons for customer grievances with examples. [10]
7. How can a company build positive culture through innovative methods when new employees joins the corporate office ? Give examples. [10]
8. Write short notes on **any two** of the following : [5+5=10]
  - (a) Changing Scenario in Customer Expectations
  - (b) Managing Customer Experience
  - (c) Loyalty Programmes
  - (d) Employee Training

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