

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

Term-End Examination

June, 2022

BRL-004 : CUSTOMER SERVICE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

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

1. What do you mean by customer service ? Discuss good and bad customer service with examples. 3+7
2. Do you think that customer satisfaction is the goal of customer service ? Discuss with suitable examples and describe the elements of customer service. 6+4
3. What are the roles of personal hygiene and appearance of the salespersons ? How can you prepare yourself for retail selling ? 4+6

4. How can you understand the customers based on the time and type ? Discuss the techniques to handle these categories of customers. 5+5
5. What is Service Quality ? Explain the factors influencing the expected quality with examples. 3+7
6. Describe various loyalty programmes offered by a retail organisation. How can you take lessons from the loyalty programmes ? 5+5
7. (a) Describe the benefits of service recovery. 5
(b) How can a customer respond to service failure ? 5
8. Write short notes on any **two** of the following : 5+5
- (a) Employee Training for Handling Customer Recovery
- (b) The Ladder of Customer Loyalty
- (c) Internal Customer Satisfaction in Retail
- (d) Word of Mouth for Personal Communication
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