

**DIPLOMA IN RETAILING/
B. B. A. IN RETAILING
(DIR/BBARL)
Term-End Examination
June, 2023**

BRL-004 : CUSTOMER SERVICE MANAGEMENT

Time : 2 Hours

Maximum Marks : 50

Note : (i) Answer any *five* questions.

(ii) All questions carry equal marks.

1. Describe various characteristics of customer service. How is it related with customer satisfaction ? 10
2. "Customer objections are hard to negotiate with." Discuss your views on the statement citing various ways to handling customer objections. 10
3. What are the various prerequisites for selling ? Highlight the advantages of product knowledge for effective selling. 5+5

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4. Mention the benefits of service quality management for a retail organisation. 10
5. “Superior service quality delivery is much needed but the associated costs are high.” Discuss this statement in the context of customer experience management. 10
6. Explain the process of grievance management with suitable examples. 10
7. Write short notes on the following : 5+5
 - (a) Customer service as attitude
 - (b) Steps of selling process
8. Explain any *two* of the following : 5+5
 - (a) Closing the sales
 - (b) Total Perceived Quality
 - (c) Stated and unstated needs of customers
 - (d) Service Recovery