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BRL-004

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

Term-End Examination

June, 2024

BRL-004 : CUSTOMER SERVICE MANAGEMENT

Time : 2 Hours

Maximum Marks : 50

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

1. Describe the concept of customer service. What is the importance of these services for marketers ? 5+5

2. (a) Distinguish between single bagger and double bagger with examples. 5+5

(b) Explain the parameters for good customer services.

3. What are the pre-requisites of selling ? Explain them with examples. 10

4. Explain 'Gronross Model' of service quality. 10

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5. Define customer loyalty. Discuss the types of customer loyalty. 4+6
6. Explain the service recovery process of a retail organization. 10
7. (a) "The customer experience is the next competitive battle ground." Discuss. 5
(b) What are the benefits of CEM (Customer Experience Management) ? 5
8. Write short notes on any *two* of the following : 5+5
 - (a) Word of Mouth
 - (b) Team Work
 - (c) The Lodder of Loyalty
 - (d) Employee Training

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