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BRL-105

**BACHELOR OF BUSINESS
ADMINISTRATION IN RETAILING
(BBARIL)**

Term-End Examination

June, 2024

BRL-105 : CUSTOMER SERVICE MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : Answer any *five* questions.

1. (a) Describe the characteristics of customer service with examples. 12
- (b) Discuss elements of customer service with examples. 8
2. Explain any *five* prerequisites for selling with examples. What are things to remember before you approach to a customer ? 14 + 6
3. What is service quality ? Explain the factors influencing expected quality with examples.

4 + 16

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4. (a) Describe the factors affecting customer loyalty with examples. 10
- (b) Explain the significance of customer loyalty. 10
5. What is service recovery ? Explain strategies of service recovery. 4 + 16
6. Describe the objectives of communication with customer. How and why should companies listen to their customers ? Discuss characteristics of active listening. 8 + 6 + 6
7. What is empowering of customer service ? Describe the importance of empowering customer service with examples. 4 + 16
8. Write short notes on any *two* of the following : 10+10
- (i) Reward and Recognition
- (ii) Recent Innovation in customer service
- (iii) Good and bad customer service
- (iv) Employee training for service recovery

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