

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

Term-End Examination

June, 2015

00140

BRL-004 : CUSTOMER SERVICE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

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

(ii) *All questions carry equal marks.*

1. Explain the various categories of customer service with suitable examples. **10**
2. (a) State the buying signals that help the salesperson to check whether the time has come to close the sale. **5+5**
(b) Describe basic closing techniques of sale in a Retail store.
3. Describe briefly the pre-requisites for selling from a salesperson's point of view. **10**
4. State the attitude, knowledge and skills required by the sales persons to fulfil the customer expectations. Give suitable examples. **10**
5. Discuss the service quality propounded by Zeithaml and Berry. **10**

6. How can you build customer loyalty effectively for the Retail customers. Give suitable examples. **10**
7. (a) State the benefits of service recovery. **5+5**
(b) How can you provide effective service recovery to the Retail customers.
8. Write short notes on **any two** of the following : **5+5**
(a) Importance of product knowledge
(b) Customer Tone
(c) Managing customer experience
(d) The ladder of loyalty
-