

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

Term-End Examination

Decemebr, 2011

00517

BRL-004 : CUSTOMER SERVICE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

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

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1. (a) Discuss the impact of good and bad customer service. 5+5
(b) Describe the need and importance of customer service.
 2. Describe the buying signals that help the salesperson to decide as to whether the time has come to close the sale. 10
 3. Discuss the types of customer personalities which help you in understanding their expectations. 10
 4. Explain various key areas of customer experience management. 10
 5. Describe the guidelines for handling customer complaints effectively. 10

6. Discuss the issues to be focussed for the delivery of superior service quality. 10
7. Describe the ways through which customer loyalty can be effectively built. 10
8. Write short notes on *any two* of the following : 5+5
- (a) Barriers to customer service
 - (b) Functional quality
 - (c) The ladder of loyalty
 - (d) Complaint management
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