

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

Term-End Examination

June, 2011

BRL-004 : CUSTOMER SERVICE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

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

1. (a) "Effective and efficient selling depends, to a large extent, on good customer care". Discuss. **5+5**
(b) Briefly explain the points that are kept in mind for effective selling via good customer service.

2. Explain the ways of dealing with the objections raised by the customers. **10**

3. (a) Describe the importance of product knowledge for Retailers. **5+5**
(b) How can you build the product knowledge ?

4. (a) What does every customer want from retailers ? 5+5
(b) State the nature of attitude and knowledge that a salesperson should have to fulfill the customer expectations.
5. What do you mean by the total perceived quality ? Discuss the factors influencing expected quality. 3+7
6. (a) Discuss the factors affecting customer loyalty. 5+5
(b) Describe the types of customer loyalty.
7. Discuss the strategies for the service recovery. 10
8. Write short notes on *any two* of the following : 5+5
(a) Changing scenario of customer expectations.
(b) Managing customer experience.
(c) Behaviour of aggrieved customers.
(d) Employee training.
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