

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

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Term-End Examination

December, 2012

BRL-004 : CUSTOMER SERVICE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

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

1. (a) Describe the parameters that help in good customer service. **5+5**
(b) Discuss the impact of good and bad customer service.
2. Explain the classification of the customer services. **10**
3. What are the main characteristics of various types of customers ? Discuss the techniques to handle these customers. **4+6**
4. Discuss various skills you need to have to fulfill customer expectations. **10**
5. Explain the factors which influence the quality expectations of the consumers from Retail Organisations. **10**

6. Discuss the issues to be focussed for delivery of superior service quality. 10
 7. Explain the stages involved in the complaint management process. 10
 8. Write short notes on *any two* of the following : 5+5
 - (a) Managing Promises
 - (b) Barriers to customer service
 - (c) Personal hygiene and appearance
 - (d) Types of customer loyalty
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