

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

**Term-End Examination**

**December, 2014**

**BRL-004 : CUSTOMER SERVICE MANAGEMENT**

*Time : 2 hours*

*Maximum Marks : 50*

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

*(ii) All questions carry equal marks.*

1. Discuss various factors that affect customer's loyalty with suitable example. 10
2. "Educating customer is an important part of retail marketing". Comment upon the statement, and describe the advantages and disadvantages of educating customers. 2, 4, 4
3. Why is team building considered essential for a team work ? Explain the attributes of a successful team. 3+7
4. Describe the five important areas that must be addressed to while training service employees who handle customer grievances. 10
5. Explain the guidelines for handling complaints formulated by Christopher Lovelock and wirtz. 10

6. (a) Describe the benefits of service quality management to the retail organisation. **5+5**
- (b) State the issues to be focused for delivery of superior service quality.
7. Explain different types of customers personalities with examples. **10**
8. Write short notes on **any two** of the following : **5+5**
- (a) Prerequisites of selling
- (b) Initiating sales conversations
- (c) Elements of customer service
- (d) Single and double baggers
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