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BRL-004

DIPLOMA IN RETAILING (DIR)/

B. B. A. IN RETAILING

Term-End Examination

December, 2021

BRL-004 : CUSTOMER SERVICE MANAGEMENT

Time : 2 Hours

Maximum Marks : 50

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

(ii) All questions carry equal marks.

1. The key characteristic of good sellers is that they are well prepared to sell. Describe the important steps in preparing to sell with suitable examples. 3+7
2. Describe any **four** prerequisites for effective selling in a large retail store. 10

3. Explain the issues to be focused for delivery of superior service quality in retailing. 10
4. Describe the key areas of customer experience management with examples. 10
5. Describe the reasons for customer grievances and the behaviour of aggrieved customers. 5+5
6. What are the benefits of customer service recovery ? How do you provide effective service recovery ? Explain with examples. 4+6
7. Describe the various customer loyalty programmes used by the retailers. What are the lessons derived from these loyalty programmes ? 7+3

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8. Write short notes on any *two* of the following :

5+5

- (a) Selling in different retail formats
- (b) Changing scenario of customer expectations
- (c) Managing promises with customer
- (d) Working with customer personalities