

**DIPLOMA IN RETAILING (DIR)/**

**B. B. A. IN RETAILING**

**Term-End Examination**

**December, 2022**

**BRL-004 : CUSTOMER SERVICE MANAGEMENT**

*Time : 2 Hours*

*Maximum Marks : 50*

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

(ii) *All questions carry equal marks.*

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1. Describe the barriers to customer service. Why is improving customer service important for Retail Organisation ? 6+4
  
2. (a) How can you identify customer's needs or wants ? 5  
(b) Discuss the process of initiating sales conversations. 5
  
3. Explain various types of customers personalities with examples. 10

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4. Describe the benefits of customer experience management. 10
5. What is Customer loyalty ? Discuss various types of customer loyalty with examples. 3+7
6. What do you mean by customer grievance ? Discuss the reasons for customer grievances. 3+7
7. How can a Retail Organisation build positive culture through innovative methods where new employees join the corporate office ? 10
8. Write short notes on any *two* of the following : 5+5
  - (a) Single and Double Baggers
  - (b) Changing Scenario in customer expectations
  - (c) Technical or functional service quality
  - (d) Types of Complainers

**BRL-004**