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

Term-End Examination

June, 2013

BRL-004 : CUSTOMER SERVICE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

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

1. What is customer service ? Explain the 6+4 parameters that help in extending good customer service.
2. "The goal of customer service is to satisfy 10 customers". Explain with suitable examples.
3. (a) How would you initiate sales 5+5 conversation ?
(b) Identify the main categories of customers objections.
4. Describe the prerequisites for selling from a 10 salesperson's point of view.

5. Discuss the stated and unstated needs of the customers. Also throw light on the changing scenario in customer expectations. 7+3
 6. Describe the determinants of service quality. 10
 7. Discuss the factors affecting customer loyalty with suitable examples. 10
 8. Write short notes on **any two** of the following : 5+5
 - (a) Service Recovery
 - (b) Internal Marketing
 - (c) Communication
 - (d) Team Work.
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