

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

**Term-End Examination**

**June, 2014**

**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 and state the parameters that help in good customer service. 5+5
2. Describe various means of identifying customer's stated and unstated needs. 10
3. Explain Gronroos Perceived service quality model with example. 10
4. Define 'customer experience management' and describe its benefits to a retail organisation. 10
5. List out various types of loyalty programmes practised by retailers citing suitable examples from your own experience. 10
6. What are the various reasons for customer grievances ? Also explain the various behavioural responses of aggrieved customers. 5+5

7. How do retailing organisations provide effective service recovery ? Also list out the Do's and Don'ts of service recovery. **7+3**
8. Write short notes on **any two** of the following : **5+5**
- (a) Attributes of a successful team
  - (b) Word-of-mouth communication
  - (c) Objectives of internal marketing
  - (d) Attitudes of Bagger's
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