

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

**Term-End Examination**

**June, 2016**

01172

**BRL-004 : CUSTOMER SERVICE MANAGEMENT**

*Time : 2 hours*

*Maximum Marks : 50*

**Note :** (i) *Attempt any five questions.*  
(ii) *All questions carry equal marks.*

1. (a) Describe the parameters that help in good customer service. **5+5**  
(b) Discuss the points that you would like to keep in mind for effective selling via good customer service.
2. Explain the pre-requisites for selling from a salesperson's point of view in brief. **10**
3. Explain the characteristics of 'customers based on time' and 'customers based on type'. Also state the techniques to handle these categories of customers. **10**
4. Describe the issues to be considered for delivering the superior service quality. **10**
5. Explain the benefits of customer experience management. **10**

6. (a) Describe various types of loyalty programmes. 5+5  
(b) Discuss the lessons you can draw from the loyalty programmes.
7. Explain the guidelines for handling customer's complaints. 10
8. Write short notes on **any two** of the following : 5+5  
(a) Elements of customer service  
(b) Changing scenario in customer expectations  
(c) Managing customer experience  
(d) Word of mouth communication
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