

No. of Printed Pages : 2

BRL-004

**DIPLOMA IN RETAILING (DIR)/B.B.A.
IN RETAILING**

Term-End Examination

June, 2020

BRL-004 : CUSTOMER SERVICE MANAGEMENT

Time : 2 Hours

Maximum Marks : 50

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

(ii) *All questions carry equal marks.*

1. Why is improving customer service considered important ? Discuss with examples and explain the parameters that help in good customer service. 4+6
2. Explain the main reasons of customer objections with examples. 10
3. How can you understand the customers based on time and type ? Discuss with examples. 10

P. T. O.

4. Describe the types of customer loyalty and the stages through which a prospect becomes a customer, a client and finally a partner. 5+5
5. Explain the guidelines for handling customer's complaints. 10
6. What do you mean by total perceived quality ? Discuss the determinants of service quality identified by Gronroos. 4+6
7. How can you educate the customer ? Discuss and describe the advantages and pitfalls of educating the customers. 4+3+3
8. Write short notes on any *two* of the following : 5 each
 - (a) Double baggers
 - (b) Closing and confirming techniques of sale
 - (c) Functional service quality
 - (d) Internal customer satisfaction in retail