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

Term-End Examination

December, 2010

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. (a) Describe the various parameters that help in good customer service. **5+5=10**
(b) Discuss the barriers to good customer service.

2. Discuss the classification of Customer Service in Retail Organisations. **10**

3. What are the different steps in selling ? Briefly explain any two of them. **2+8=10**

4. Explain the 'Gronroos Perceived Service Quality Model' giving suitable examples. **10**

5. Explain the various stages in the customer complaint management process. 10
6. (a) Why should companies listen to their customers? Explain. 5
(b) Explain the importance of customer education. 5
7. Discuss the principles of a positive culture. Give suitable examples. 10
8. Write short notes on *any two* of the following : 5+5=10
(a) Benefits of customer experience management.
(b) Personal hygiene and appearance of salesperson.
(c) Loyalty programmes.
(d) Causes behind customer switching.
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