

01231

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

**Term-End Examination**

**June, 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. Attempt **any four** : **4x2½=10**
- (a) 'Customer service is not a department but a philosophy - a way of life'. Comment.
  - (b) List out the parameters that help in good customer service.
  - (c) Identify the post transaction elements of customer service.
  - (d) What do you understand by the terms 'Single Bagger' and 'Double Bagger' ?
  - (e) The mantra for good customer service is 'Ownership'. Comment.
  - (f) Explain the 'Hospitality' element of customer service.

2. 'One of the key characteristics of good sellers is that they are all well prepared to sell'. Do you agree with the statement? Explain the important steps in preparing to sell. 3+7=10
  
3. Explain the importance of product knowledge for a sales person. How can the product knowledge be built? 5+5=10
  
4. What are the different types of customer personalities? Explain with suitable examples. 10
  
5. Explain the factors which influence quality expectations of the consumers relating to retail organisations. 10
  
6. Explain the key areas of Customer Experience Management. 10
  
7. What are the objectives of 'Internal Marketing'? Briefly explain the attributes of a successful team. 4+6=10
  
8. Write short notes on *any two* of the following: 5+5=10
  - (a) Importance of Customer Loyalty.
  - (b) Benefits of service recovery.
  - (c) Word of Mouth Communication.
  - (d) Reasons for customer grievances.