

DIPLOMA IN RETAILING (DIR) /

B.B.A. IN RETAILING (BBARL)

Term-End Examination

December, 2024

BRL-004 : CUSTOMER SERVICE MANAGEMENT

Time : 2 Hours

Maximum Marks : 50

Note : Attempt any **five** questions. All questions carry equal marks.

1. Explain various ways of handling customer objections. Give examples. 10
2. What do you mean by customer service ? Describe the parameters that help in good customer service. 4+6
3. What are the various methods companies adopt to build a positive culture when a new employee joins the corporate office ? Discuss with examples. 10

4. Explain the importance of customer education.
What can help you to avoid issues that might
come in the process of educating the customer ?
4+6
5. Explain the factors affecting customer loyalty
by giving examples. 10
6. What are the benefits of service quality
management for a retail organization ? 10
7. (a) "Customer service involves understanding
what the customer buys and determine
how additional value can be added to the
offer." Discuss with example. 5
- (b) Explain the various elements of customer
service. 5
8. Write short notes on any *two* of the following :
5+5
- (a) Behaviour of aggrieved customers
- (b) Internal customer satisfaction in Retailing
- (c) Personal hygiene and appearance
- (d) Communication

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