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**BRL-004**

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

**Term-End Examination  
December, 2025**

**BRL-004 : CUSTOMER SERVICE  
MANAGEMENT**

*Time : 2 Hours*

*Maximum Marks : 50*

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

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1. What do you understand by term 'Customer Service' ? Explain the parameters for good customer service. 10
2. Differentiate between 'Single Bagger' and 'Double Bagger' with examples. 10
3. Describe different ways of handling customer objections. 10

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4. Explain why the customer walk is referred as 'the magic moment'. Cite relevant examples. 10
5. Explain the determinants of service quality. 10
6. Define customer loyalty. Explain the factors affecting customer loyalty. 10
7. Explain the importance of customer education with advantages and pitfalls/disadvantages. 10
8. Write short notes on any *two* of the following : 5+5
  - (a) Teamwork
  - (b) Chronic complainer customer
  - (c) Habitual loyalty
  - (d) Customer experience management

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