

DIPLOMA IN RETAILING/

B. B. A. IN RETAILING

(DIR/BBARIL)

Term-End Examination

June, 2025

**BRL-004 : CUSTOMER SERVICE
MANAGEMENT**

Time : 2 Hours

Maximum Marks : 50

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

1. What is customer service ? Why is improving customer experience important ?
10
2. What are the important steps involved in 'preparation to sell' ?
10
3. Explain different types of closing methods that work with different personalities. 10

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4. Classify the customer behavior on the basis of time and type. 10
5. What is service quality ? Explain the Gronroos service quality model. 10
6. Discuss various issues to be focused for delivery of superior service quality. 10
7. Explain the importance of service recovery. Explain the strategies for service recovery. 10
8. Write short notes on any **two** of the following : 5 each
 - (a) The service marketing triangle
 - (b) Managing promises
 - (c) Beggars in retail store
 - (d) Causes behind customer switching

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