

DIPLOMA IN RETAILING/

B. B. A. IN RETAILING

(DIR/BBARIL)

Term-End Examination

June, 2026

BRL-004 : CUSTOMER SERVICE

MANAGEMENT

Time : 2 Hours

Maximum Marks : 50

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. What do you understand by customer service ? Mention the parameters that help in good customer service. 3+7
2. What are the important steps in a 'preparation to sell' in retail organization ? Explain with the help of an example. 10

3. How does the role of a salesperson vary with the different retail formats ? Explain by giving suitable examples. 10
4. What are the various types of customer personalities in retail ? Discuss various methods for sales closing with them. 5+5
5. Discuss various factors that influence the quality expectations of customers. 10
6. Explain the different types of customer loyalty with their customer behaviour with the help of an example of each. 10
7. What are the attributes of a successful team ? Discuss each of them briefly. 10
8. Write short notes on any *two* of the following : 5+5

- (a) Complaint management
- (b) Loyalty programmes
- (c) Price-promise close

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