

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

Term-End Examination

December, 2013

BRL-004 : CUSTOMER SERVICE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

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

1. What do you mean by word-of mouth communication ? Explain its importance for a retailer. 10
2. Explain the term internal marketing and its overall objectives. Also state benefits and attributes of a successful team work. 5+5
3. Describe various strategies used for service recovery with suitable examples. 10
4. Discuss various types of loyalty programmes used by retailers. 10

5. Explain the benefits of service quality management to the retail organisation. 10
6. (a) What are the different means of identifying customer needs? 5+5
(b) Identify different types of closing methods for different types of customer personalities? Explain any one of these.
7. What are the various kinds of customer services? Explain them with the help of example. 10
8. Write short notes on **any two** of the following : 5+5
(a) Customer Experience Management.
(b) Attitudes of Baggar.
(c) Prerequisites for selling.
(d) Service Quality.
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