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

Term-End Examination

June, 2012

BRL-004 : CUSTOMER SERVICE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

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

1. Discuss the single bagger and double bagger attitudes to your Job with suitable examples. **10**
2. What is customer objection ? Describe the main reasons for customer objections. **3+7**
3. Explain the buying signals that help the salesperson to check whether the time has come to close the sale. **10**
4. (a) How can a salesperson prepare himself for pre - sales ? **5+5**
(b) State the points which you should take into consideration before you approach a customer.

5. What is service quality ? Describe the dimensions of service quality. 3+7
 6. What do you mean by customer experience management ? Explain the benefits of customer experience management. 3+7
 7. How can you build customer loyalty ? Discuss with suitable examples. 10
 8. Write short notes on *any two* of the following : 5+5
 - (a) Internal customer satisfaction in Retailing
 - (b) Customer tone
 - (c) Means of identifying customer needs
 - (d) Ownership as a mantra of good customer service.
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