

B.Voc.- RETAIL MANAGEMENT
I Semester End Examination, March/April-2022

Elements of Customer Service

Course Code: BVRM1DSC03
Duration: 2 Hours

QP Code:1029
Total Marks: 60

SECTION-A

I. Answer any Five of the following questions. Each question carries Two Marks 5x2=10

- a. What is Customer Focus?
- b. What is Customer Service?
- c. Give the meaning of Empathy.
- d. What is First Impression?
- e. What is Assertive Communication style?
- f. What is External Marketing?
- g. What is a Reference Group?

SECTION- B

II. Answer any Four of the following question. Each question carries Five Marks.

4x5=20

2. Discuss different types of Customer Service.
3. Briefly discuss the effective ways to build rapport with customers.
4. What is value Equation? Explain.
5. Discuss recent trends in Customer Service.
6. What is Ownership? How does one convey ownership in Customer Service?

SECTION- C

III. Answer Any Two of the following question. Each question carries Twelve Marks.

12x2=24

7. How to develop Customer Focus? Explain.
8. Explain Personal and Social Factors affecting Customer Behavior.
9. Illustrate and explain Customer Interaction Cycle.

SECTION- D

IV Answer Any One of the following questions carries Six Marks.

1 x6= 06

10. Create Emotional Bank Account.
11. Identify Skill Set required for delivering excellent Customer Service.
