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**B.M.S COLLEGE FOR WOMEN, AUTONOMOUS**  
**BENGALURU – 560004**  
**SEMESTER END EXAMINATION – JANUARY/FEBRUARY 2023**

**B.Voc R.M - I Semester**

**ELEMENTS OF CUSTOMER SERVICE**  
**(NEP Scheme 2021-22 onwards F+R)**

**Course Code: BVRM1DSC03**

**Duration: 2 ½ Hours**

**QP Code: 1029**

**Max. Marks: 60**

**SECTION – A**

**1. Answer any FIVE of the following questions. Each question carries TWO marks. (5x2=10)**

- What is Customer Delight?
- Give the meaning of perception.
- Mention different types of customer service.
- What do you understand by the term 'Culture?'
- What is digital customer service?
- List any 4 benefits of empathy
- What is a focus group?

**SECTION – B**

**Answer any FOUR of the following questions. Each question carries FIVE marks. (4x5=20)**

- Illustrate and explain the importance of Service triangle in understanding customer
- Explain the Social and Cultural factors influencing the Customer Behaviour.
- How do you resolve Disagreement in customer service? Discuss.
- Discuss recent technology trends in Customer Service.
- Explain the different styles of communication

**SECTION – C**

**Answer any TWO of the following questions. Each question carries TWELVE marks.**

**(12x2=24)**

- Briefly discuss the skill set required to deliver excellent customer service
- What is Rapport? How do you build rapport with customer?
- Explain the different steps in customer interaction cycle.

**SECTION – D**

**Answer any ONE of the following questions, carries SIX marks.**

**(6x1=6)**

10. Write any two case studies highlighting exceptional customer service
11. Create an Emotional Bank Account

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