

Q.P. Code : 25225

**First Semester B.Voc.(R.M.) Degree Examination,
November/December 2019**

(CBCS - Freshers & Repeaters - 2016-17 and onwards)

Retail Management

Paper 1.5 - FUNDAMENTALS OF CUSTOMER SERVICE

Time : 3 Hours]

[Max. Marks : 70

Instructions to Candidates : Answer all Sections in English only.

SECTION - A

Answer any **FIVE** of the following questions. Each question carries **2** marks :
(5 × 2 = 10)

1. (a) What is customer service?
- (b) What is Empathy?
- (c) What do you mean by Rapport?
- (d) Mention the different types of communication style.
- (e) What is service triangle?
- (f) Who is Loyal Customer?
- (g) What is Internal Marketing?

SECTION - B

Answer any **THREE** of the following questions. Each question carries **6** marks :
(3 × 6 = 18)

2. Explain the process of Customer Interaction Cycle.
3. How to build rapport with customers? Discuss.
4. What is First Impression? How to make first good impression?
5. Explain the concept of Emotional Bank Account.
6. Discuss briefly the concept of value equation in customer service.

Q.P. Code : 25225

SECTION - C

Answer any **THREE** of the following. Each question carries **14** marks :
(3 × 14 = 42)

7. What is Exceptional Customer Service? Discuss the various ways to deliver it.
 8. Explain the various factors influencing customer behaviour.
 9. What is Ownership? How does one convey ownership in customer service?
 10. Discuss the characteristics of good customer service.
 11. How to understand customer needs? Explain.
-