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Reg. No.

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I Semester B.Voc. Degree Examination, August - 2021

RETAIL MANAGEMENT

Fundamentals of Customer Service

(CBCS Scheme Freshers & Repeaters)

Paper : 1.5

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

1. Answer **All** sections.
2. Answers should be written in **English** only.

SECTION - A

Answer any **Five** of the following.

(5×2=10)

1. a) What is Customer delight?
b) What is Cross - Cultural marketing?
c) What is customer interaction life cycle?
d) State any two differences between perception & reality.
e) Write any two factors of Environmental scanning.
f) Who is loyal customer?
g) Define Consumer Behaviour.

SECTION - B

Answer any **Three** of the following.

(3×6=18)

2. How to build rapport with customers? Discuss.
3. Why people do business with certain companies? Explain.
4. Explain Benefits of Empathy.
5. Explain cultural influences on consumer behaviour.
6. Explain in detail the different ways to address human needs.

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SECTION - C

Answer any **Three** of the following.

(3×14=42)

7. How personal and psychological factors influence consumer behaviour?
 8. Discuss the types of communication styles.
 9. Explain concept of emotional bank account & the value of equation.
 10. Explain in details the skills required for excellent customer service.
 11. How to understand customer needs? Explain.
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