

BMS COLLEGE FOR WOMEN

B.VOC - RETAIL MANAGEMENT

Course Code: **VRM1DSC03**

Name of the Course: **Elements of Customer Service**

Duration: 2.00 Hours

Total Marks: 60

SECTION-A

(Conceptual Questions)

I. Answer any Five of the following questions. Each question carries Two Marks.

(5x2= 10)

- a) Who is a customer?
- b) What is motivation?
- c) What is passive communication style?
- d) Distinguish empathy and sympathy?
- e) What do you mean by reference group?
- f) What is customer service?
- g) What is customer delight?

SECTION- B

(Application Questions)

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

(4x5= 20)

2. 2. What are the benefits and pitfalls of empathy?
3. Discuss the various personal and psychological factors that affect customer behavior
4. What are the benefits of value equation?
5. How does one convey ownership in customer service? Explain.
6. What are the benefits of assertive communication style?

SECTION- C

(Analyses and Understanding Questions)

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

(2 x12= 24)

7. How to develop customer focus? Explain
8. What is Rapport building? Explain the different ways to build rapport with customers.
9. What is exceptional customer service? Explain how to deliver exceptional customer service

SECTION- D

(Skill Development Questions)

IV Answer Any One of the following question carries Six Marks. (1 x6= 06)

10. Give some examples of Deposits and withdrawals of an Emotional Bank Account
11. Discuss the Service triangle of any company of your choice

