

SECTION-C

Note: Long answer type questions. Attempt any three questions. 3x10=30

- Q.3 What is public Relation? How it affects the customer relationship? Discuss its role in customer service.
- Q.4 Explain the Environmental and cultural influences that affect consumer behaviour.
- Q.5 What is perception? How it is different from reality? Does it influence consumer behaviour? Explain.
- Q.6 How would you build relationships with the customers? Discuss building rapport.
- Q.7 What do you know about communication styles? What is selective agreement? Discuss.

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4th Sem. / OMCA

Subject : Fundamentals of Customer Service & Relationship Management

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) Management.
b) Who is customer?
c) Communication.
d) Any two characteristics of passive communication.
e) Objectives of PR.
f) Two benefits of assertive communication.
g) Human needs.
h) Customer services.
i) What is ownership?

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- j) Any two cultural Influences.
- k) What is empathy?
- l) Consumer behaviour.
- m) What is perception?
- n) Value equation.
- o) Any two internal determinants of buying behaviour.
- p) Benefits of exceptional customer services.
- q) Two benefits of empathy.
- r) Name any two customer services.
- iv) Which basic tasks do public relation officer perform?
- v) What is customer relationship management?
- vi) Define four elements of consumer behaviour.
- vii) What is predict behaviour?
- viii) Why are managements interested in building customer relations?
- ix) What is customer delight?
- x) Write the advantages of empathy.
- xi) Write the benefits of sympathy.
- xii) What is disagreement process?
- xiii) What is customer interaction cycle?
- xiv) Discuss service triangle.
- xv) PR with Airlines.

SECTION-B

Note: Short answer type questions. Attempt any ten parts
10x4=40

- Q.2
- i) What is the difference between consumer and customer?
 - ii) Define consumer needs.
 - iii) Why there is a need to study consumer behaviour?

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