

SECTION-C

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

- Q.3 Explain the factors affecting customer services in detail.
- Q.4 Discuss the importance and techniques of understanding customer behaviour.
- Q.5 Explain all types of communication style.
- Q.6 Explain benefits of exceptional customer services in detail.
- Q.7 Write short note on followings.
- i) Customer interaction.
 - ii) Valuing the customers.

(40)

(4)

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1st Sem. / (DBM) (Retail, S&M, T&T, B&I)

Subject : Fundamentals of Customer Services

Time : 3 Hrs.

M.M. : 100

SECTION-A

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

- Q.1
- a) Environmental influence.
 - b) Sympathy.
 - c) Customer delight.
 - d) Ownership.
 - e) Pitfalls.
 - f) Write two factors influencing customer behaviour.
 - g) Human needs.
 - h) Reality.

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- i) Perception.
- j) Customer.
- k) Assertive Communication.
- l) Disagreement of communication.
- m) Building supports.
- n) Exceptional customer services.
- o) Customer services.
- p) Write two importance of customer service.
- q) Selective agreement.
- r) Value equation.

SECTION-B

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

- Q.2
- i) Benefits of aggressive communication style.
 - ii) Fundamentals of customer services.

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- iii) Explain empathy.
- iv) Explain service triangle.
- v) Way to address human needs.
- vi) Explain cycle of customer interaction.
- vii) Building the relationship through valuing the customer.
- viii) Discuss the disagreement process.
- ix) Nature of perception.
- x) Define the determinants of building customer relationship.
- xi) Features affecting customer services.
- xii) Difference between empathy and sympathy.
- xiii) Explain the post purchase behaviour.
- xiv) Explain the benefits of empathy.
- xv) Define emotional bank account.

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