

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: DSM

Academic year: 2014 – 2015
Subject: Quality and Excellence in Customer Service

Semester: II
Course : New
Marks : 70
Time: 11.00 a.m. to 2.00 p.m.

Date: 23.06.2014

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4 **(Marks: 2X5=10)**

- a) What are focus groups meant for?
- b) How do primary expectations differ from secondary expectations?
- c) What is the definition of customer service?
- d) How can complaints be turned into customer satisfaction ?

Q.2) Write Short Notes on any 2 out of 5 **(Marks: 2X5=10)**

- a) Team approach.
- b) Meaning of service expectations.
- c) Various communication strategies.
- d) Crisis Management.
- e) Service Recovery.

Q.3) Attempt any 3 out of 5 **(Marks: 3X10=30)**

- a) What is online reputation management?
- b) Define the term continuous improvement.
- c) What are the five needs that every customer has?
- d) How do the technology changes influence customer expectations?
- e) Discuss the importance of customers retention programme.

Q.4) Attempt both the questions **(Marks: 2X10=20)**

- a) Explain why it is necessary for customer service providers to maintain a positive relationship with both internal and external customers.
- b) Explain the five techniques for exceeding customer's expectations.
