

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

Programme: DSM

Examination: December 2014  
Subject: Quality and Excellence in Customer Service

Semester: II  
Course : New  
Marks : 70

Date: 05.01.2015

Time: 11.00 a.m. to 2.00 p.m.

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**Instructions:**

1. Answer to each new question to be started on a fresh page.
  2. Figures in bracket indicate full marks.
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**Q.1) Answer the questions (Any 2 out of 4)**

**(Marks: 2X5=10)**

- a) What is benchmarking? Why do service businesses need to benchmark?
- b) What will service managers focus on to manage complaints to improve customer satisfaction?
- c) What are the different stages of customer interaction?
- d) Explain the meaning of Reputation Management. Why is it important?

**Q.2) Write short notes (Any 2 out of 5)**

**(Marks: 2X5=10)**

- a) New Trends in Customer Service
- b) Customer Lifetime Value
- c) Call Centres
- d) Zone of Tolerance
- e) Barriers to effective communication

**Q.3) Attempt any 3 out of 5**

**(Marks: 3X10=30)**

- a) What is defusing? What are the different ways and techniques to defuse angry customers?
- b) Explain with an example the meaning of Service Recovery. What are the steps in Service Recovery?
- c) What is customer satisfaction and what are the different dimensions of service satisfaction?
- d) What different resources can be used to deliver excellent customer service?
- e) Explain the integrated framework and processes in CRM Strategy?

