

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

Programme: DSM

Examination: December 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: 20.12.2015

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 the problem solving steps in customer service? Why is it important to all service organizations?
- b) What are the different service and quality principles that modern service organizations require?
- c) What are the barriers to effective communication?
- d) What are the steps to guard against social media and PR Crisis?

Q.2) Write Short Notes on any 2 out of 5

(Marks: 2X5=10)

- a) Areas of credibility
- b) Levels of Customer Retention Strategy
- c) Components of customer satisfaction
- d) Types of call centres
- e) Crisis Management

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) What are the ten commandments of great customer service?
- b) What is benchmarking? Why do we need to bench mark?
- c) Elucidate some resources required to deliver excellent customer service.
- d) Why are customer expectations rising? What are the various strategies that a company can undertake to meet the ever growing customer expectations?
- e) Explain the integrated framework for CRM strategy.

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Assume that you are a service manager in a five star hotel and a big service issue has occurred due to negligence of one of your service staff. Why will you use service recovery as a strategy to retain this visitor as a loyal customer of your hotel? Explain in detail the steps and various service recovery practices that you can undertake to make this visitor happy.
- b) What are the important rules in dealing with an unsatisfied customer?
