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**B.Voc. (Retail Management & I.T.) (Part - III) (Semester - V)**  
**Examination, December - 2018**  
**CUSTOMER SERVICE MANAGEMENT - I**  
**(Paper - XXXIX)**  
**Sub. Code: 68128**

**Day and Date : Tuesday, 04 - 12 - 2018**  
**Time : 12.00 noon to 2.00 p.m.**

**Total Marks : 50**

- Instructions :**
- 1) Attempt any five questions.
  - 2) All questions carry equal marks.

- Q1) Write short answer. (Any two):** [10]  
a) Explain the term 'Services'.  
b) What is customer centered organization.  
c) Explain the concept of 'e-CRM'.
- Q2) Explain the characteristics of 'Customer service'.** [10]
- Q3) Describe the challenges of customer service?** [10]
- Q4) What are the ways of measuring customer satisfaction?** [10]
- Q5) What is service quality? Explain its importance.** [10]
- Q6) What is CRM? Give its importance.** [10]
- Q7) Write short notes (Any two)** [10]  
a) Classification of services  
b) Importance of good customer service  
c) Types of CRM

