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Register Number:

Name of the Candidate:

DIPLOMA EXAMINATION, 2010
(RETAIL MANAGEMENT)
(PAPER-III)

130. CUSTOMER SERVICE IN RETAIL ENVIRONMENT

Dec.)

(Time: 3 Hours

Maximum: 80 Marks

Answer any FIVE questions (5×16=80)
All questions carry equal marks

1. What are the factors that influence modern retailing?
2. Critically examine the role of consumer demographics in retailing.
3. Discuss the various steps involved in retail selling process.
4. Describe the strategic methods of retail management.
5. Explain the measures that can be used to encourage long term relationship with customers.
6. Discuss the key areas of customer service.
7. What are the various issues in customer service? Explain.
8. Suggest innovating methods of creating and sustaining relationships in service industries.
9. Bring out the principles associated with the formulation of service policies.
10. Discuss the techniques of dealing with difficult and angry customers.
