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J-3207[S-1063]

[2037]

PGDATHM (Semester - 1st)

**CUSTOMER CARE & INTERPERSONAL SKILLS IN
SERVICE INDUSTRY (PGDATHM-107)**

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section-A

Q1)

(15 × 2 = 30)

- a) What is the importance of customer feedback system?
- b) Define service encounters.
- c) Who is a customer?
- d) Define Transaction analysis.
- e) What is service quality?
- f) Mention 2 customer feedback tools.
- g) Define customer delight.
- h) Differentiate between internal and external customers.
- i) As a manager of a service firm, what would you do to encourage customer feedback?
- j) How would you handle an angry customer?
- k) What qualities are required in a customer care executive?
- l) List down the basic telephone etiquettes.
- m) Enlist the key areas of customer care.
- n) Mention the role of customer care in after sales support to the customer.
- o) Why are some service providers better than others.

P.T.O.

Section-B

(9 × 5 = 45)

- Q2)** Discuss how organizational culture affects the customer care philosophy?
- Q3)** What are the possible reactions of a dissatisfied customer? Devise a way to handle each reaction.
- Q4)** “The job of a customer care executive requires a lot of patience.” Discuss this statement and explain in detail the multifarious job of a Customer care executive.
- Q5)** Explain the important responsibilities of the Customer care executive in airlines.
- Q6)** Describe the various concepts of customer care.
- Q7)** Describe the key areas of customer care taking example from hotel industry.
- Q8)** Write short note on Manners and Etiquettes in service organizations.
- Q9)** Explain the complaint management system of a service organization.
- Q10)** Dissatisfied customers cause a great loss to an organization. Comment.
- Q11)** What is the importance of interpersonal skills in customer care?
- Q12)** Describe the role of customer care in sales and promotion of the service.
- Q13)** Describe some strategies to delight customer of an airline.

