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B.Sc.(ATHM) (2014 to 2017) (Sem.-1)
CUSTOMER CARE & INTERPERSONAL SKILLS

Subject Code : BTA-05

M.Code : 11535

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

SECTION-A

1. Explain briefly :

- a) Kinesics
- b) Dissatisfied customer
- c) Complaint management
- d) External customer
- e) Customer feedback
- f) Brand loyalty
- g) Customer delight
- h) Quality
- i) Customer care
- j) After sale support

SECTION-B

2. Write the detail note on after sale services.
3. Why are some service providers better than others? Discuss in detail.
4. “*Complaint management plays an important role in the business success*”. Elaborate the statement.
5. What are the key areas of customer care?
6. Explain the importance of grooming towards customer satisfaction.

SECTION-C

7. What do you mean by quality in customer satisfaction? How can this be converted to customer delight?
8. Who is a customer? Differentiate between internal and external customer.
9. Write the detail note on importance of customer care and complaint management in hotels.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.