

Total No. of Pages : 02

Total No. of Questions : 09

M.Sc.(ATHM) (2015 & Onward) (Sem.-1)
CUSTOMER CARE AND INTERPERSONAL SKILLS
Subject Code : PTA-109
Paper ID : [C0634]

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 has to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students has to attempt any TWO questions.**

SECTION-A

Q1. Answer briefly :

- a. What is CRM?
- b. Explain Internal Customers & External Customers.
- c. What is Customer & Customer care?
- d. Briefly introduce Digital Marketing.
- e. Explain Service recovery.
- f. What is Customer service management?
- g. What is TQM?
- h. Brief Complaint Management.
- i. What is Customer Delight?
- j. Sales Promotion.

SECTION-B

- Q2. Explain step by step concept of TQM. What are the different key areas of customer Care?
- Q3. What is Customer? Also list down the different types of customer.
- Q4. List down the different customer strategies for customer service management.
- Q5. How automation helped in developing trust & loyalty into customer acquisition, customer feedback & service recovery?
- Q6. What are the different customer service management strategies?

SECTION-C

- Q7. What is sales promotion? Discuss its types, purpose & objectives.
- Q8. List down step by step process & role of telephone handling in customer feedback & customer acquisition.
- Q9. What is customer satisfaction? What are the different consequences of satisfied & dissatisfied customer?