

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**M.Sc.(SIM) (Sem.-2)**  
**CUSTOMER CARE & INTERPERSONAL SKILLS**  
**Subject Code : PGS-110**  
**Paper ID : [F0410]**

**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. Answer briefly :**

- a. What is role of grooming in customer care management?
- b. Discuss the Profitability analysis.
- c. What is e-WOM?
- d. Discuss the transactional analysis.
- e. How the ideas can be generated for customer's care?
- f. What is the role of Etiquettes for customer satisfaction?
- g. What is the objectives complaint management?
- h. Explain any three sources of customer feedback.
- i. Name any three behavioral characteristics customer.
- j. Explain the importance of customer classification.

### SECTION-B

2. Explain in detail the key area of customer care, where marketers need to give more emphasis with suitable examples.
3. Discuss the skill required in order to handle the customers through telephone.
4. What is the role of transactional analysis in customer care?
5. What is Customer care? How we can classify the customers in order to provide the better services?
6. How the segmentations have been done by the companies in order to have good customer care management?

### SECTION-C

7. Discuss in detail, how the business organisations handle the complaints in case of services? What are the methods that could be used in case of service recovery?
8. What is the role of “*customer feedback*” in order to satisfy the customers? What are the methods that could be used to get the feedback from customers?
9. Explain in detail the service recovery management. How SRM is important to satisfy the customers and have positive word of mouth?