TUTOR MARKED ASSIGNMENT (TMA)

Course Code	**:**	**BRL–105**
Course Title	**:**	**Customer Service Management**
Assignment Code	**:**	**BRL–105/TMA/2026-27**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Explain the types of customer service. Discuss the parameters that help in good customer service. **(10)**

2. What are the means of identifying customer needs? Describe various ways of handling customer objections. **(10)**

3. How does the role of salesperson vary with the different retail formats? Explain giving suitable examples. **(10)**

4. Explain the types of customer personalities. Discuss in brief the closing methods with suitable examples. **(10)**

5. What is service quality? Discuss the issues to be focused for delivering superior service quality. **(10)**

6. What is customer experience management. Explain the key areas of customer experience management with suitable examples. **(10)**

7. **Write short notes on the following:** **(5+5)**

   a) Word of mouth
   b) Chatbots

(B) Essay Type Questions

8. a) Explain the types of complainers. Discuss the reasons for customer grievances in a retail organisation. **(8+7)**
   b) Define complaint management. Briefly explain all five stages of complaint management process.

9. Define customer loyalty. Explain the factors affecting customer loyalty giving suitable examples, also discuss the ways in which customer loyalty is built. **(15)**

1. Explain the types of customer service. Discuss the parameters that help in good customer service. (10)

Answer

Customer service is the assistance, information and support that a retailer offers before, during and after a purchase. It is more than a polite interaction at the counter: it includes product availability, truthful advice, convenient transactions, after-sales support and the ability to solve problems. A store builds durable relationships when its services meet the practical and emotional expectations of different customers.

Types of customer service

Pre-sales service helps a customer identify suitable products. It includes answering enquiries, explaining features, checking stock, demonstrating merchandise and providing comparisons. For example, an electronics store may help a buyer compare two refrigerators in terms of running cost, capacity and warranty. This reduces uncertainty before payment.

Service during the sale concerns the actual shopping transaction. Courteous greetings, orderly product displays, fitting rooms, accurate billing, multiple payment facilities, packing and assistance at checkout make purchasing efficient. An accessible checkout and a clear explanation of exchange terms are particularly important for first-time visitors.

After-sales service continues the relationship once the customer leaves. Delivery, installation, usage guidance, repair coordination, warranties, returns and complaint resolution can determine whether a customer shops again. A furniture retailer that schedules delivery accurately and replaces a damaged component promptly provides stronger after-sales service than one that merely promises assistance.

Customer service may also be classified by delivery channel. Face-to-face service allows observation of tone and body language; telephone support offers immediate conversation at a distance; email or messaging provides written records; websites, apps, FAQs and self-service kiosks offer convenient access; and chatbots can answer routine queries continuously. Human escalation should remain available where judgement or empathy is necessary. Another distinction is between standardised services, such as uniform return rules, and personalised services, such as advice tailored to a customer's budget or circumstances.