

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

M.Sc.(ATHM) (2016 & Onward) (Sem.-1)

CUSTOMER CARE AND INTERPERSONAL SKILLS

Subject Code : PTA-109

M.Code : 19025

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

Q1) Answer briefly :

- (a) Who is customer?
- (b) What is quality?
- (c) Differentiate between customer and consumer.
- (d) Who are service providers?
- (e) What is CRM?
- (f) What is meant by organizational culture?
- (g) What is customer delight?
- (h) What is personal touch?
- (i) What are etiquettes?
- (j) What is customer acquisition?

SECTION-B

- Q2) Differentiate between internal and external customers.
- Q3) What is TQM? Discuss the key areas of customer care.
- Q4) Discuss the power of CRM and the various CRM tools in detail.
- Q5) Discuss the process of telephonic handling skills.
- Q6) Discuss the various strategies to organize customer service for the future.

SECTION-C

- Q7) What is customer satisfaction? Differentiate between satisfied and dissatisfied customers. Discuss the various consequences of satisfied /dissatisfied customers.
- Q8) What is meant by automating the personal touch? Discuss the procedure of developing online trust and loyalty and customer acquisition.
- Q9) On the basis of a case study, develop a winning customer service strategy in case of a hotel industry.

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.