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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 M.Code: 19025

Time: 3 Hrs. Max. Marks: 60

INSTRUCTION TO CANDIDATES:

- 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 are service gaps and why is it necessary to fill these gaps?
- b) Why do you think customer loyalty is important in tourism industry?
- c) "Smile is the key of wining any customer". Comment
- d) What is the need of customer care in hospitality industry?
- e) What do you understand by the term service encounters?
- f) What is the process of handling complaints?
- g) What is CRM?
- h) "The priority of an organisation is to satisfy its internal customers". Comment.
- i) Name the different kinds of feedback tools that are available to a customer.
- j) Explain how a satisfied customer can benefit an organization.

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SECTION-B

- 2. Explain how customer loyalty and trust can be developed online?
- 3. What is the meaning of the term service recovery and why is it important for service industry?
- 4. Explain how customer care philosophy can be converted into everyday action?
- 5. Explain the points that you would keeping mind while handling a telephone call in hospitality industry.
- 6. Explain the steps involved in devising a winning customer care strategy.

SECTION-C

- 7. Explain the role and importance of personal touch for Service Industry.
- 8. Explain the steps involved in choosing the right CRM tools.
- 9. What is the difference between a service and a product?

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.

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