

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 keep in 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.