

No. of Printed Pages : 2

Roll No. .... 188943

**DVOC (Level 4)**  
**2nd Sem. / Trade: BFSI**  
**Subject : Retail Services**

Time : 2 Hrs.

M.M. : 50

**SECTION-A**

**Note:** Very short questions. Attempt all ten questions.  
(10x1=10)

- Q.1 Duties of customer service associate.
- Q.2 Customer retention strategies.
- Q.3 Factors affecting retail services.
- Q.4 Retail services.
- Q.5 Classification of customer services.
- Q.6 Skills required for good CSA.
- Q.7 Forms of communication.
- Q.8 Selling methods.
- Q.9 Handling queries.
- Q.10 Customer Services.

**SECTION-B**

**Note:** Short answer type questions. Attempt any six questions out of eight questions. (6x5=30)

- Q.11 Write down some skills required for good customer service associate.

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- Q.12 How the customer services can be classified?
- Q.13 Mention factors affecting retail services.
- Q.14 What do you understand with customer retention strategies?
- Q.15 What are the forms of communication?
- Q.16 Mention few duties of sales personnel.
- Q.17 How the project report is prepared?
- Q.18 What do you understand with CRM process?

**SECTION-C**

**Note:** Long answer questions. Attempt any one questions out of two questions. (1x10=10)

- Q.19 Introduce customer service associate (CSA). What are the duties and responsibilities required for CSA?
- Q.20 What do you understand with the customer relationship management? How the customer grievances are handled?

(2)

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