

Eastern University, Sri Lanka

Faculty of Commerce & Management

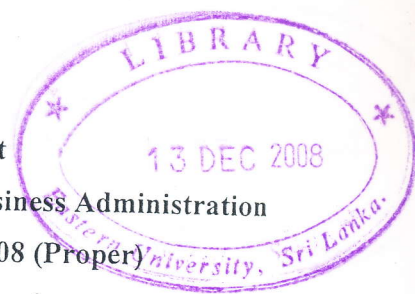
Final Year First Semester Examination in Bachelor of Business Administration

Specialization in Marketing Management 2007/ 08 (Proper)

MKT 4153 – Management Of Customer Service

Answer all Questions

Time: Three Hours



Q1. a) "Customer Service is a function of how well an organization is able to constantly and consistently exceed the needs of the customer."

Briefly explain the differences between **customer** and **consumer**.

(4 Marks)

b) "Every customer is influenced by factors which change & vary in importance throughout their lives"

Identify and explain the factor affect **customer decision** in a consumer market.

(8 Marks)

c) "Cultural influences can affect buying behaviour in a number of ways" **Discuss**.

(8 Marks)

( Total 20 marks)

Q2. a) "Customer satisfaction is at the heart of retaining loyalty and it is everyone's responsibility".

Explain the importance of striving for total **customer satisfaction**.

(6 Marks)

b) "The best advertising is done by satisfied customers." **Evaluate** this statement.

(8 Marks)

c) Briefly Explain the **LOMA's FOCUS** model.

(6 Marks)

(Total 20 Marks)

Q3. a) "Dialogue enables to communicate information to customers and get feedback from them". Identify the importance of **feedback** to a Marketer.

(6 Marks)

b) How is it that customer service results from managing all activities in the **logistic mix**.

(6 Marks)

c) "Good customer service is essential to build a positive manner"  
**Discuss** this statement.

(8 Marks)

(Total 20 Marks)

Q4. a) "New product development is a creative as well as a high risk enterprise which involves many different skills".

Why do firms need to develop **new product or service research**?  
Explain your answer with suitable example.

(10 Marks)

b) What trend do you see in customer service today?

(10 Marks)

(Total 20 Marks)

Q5. a) Define the term "**Customer Relationship management**".

(6 Marks)

b) In your view how important are basic **communication skills** in customer service?

(6 Marks)

c) What are the biggest customer **service challenges**? explain

(8 Marks)

(Total 20 Marks)