



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (December 2018)

School: School of Management

Program: Banking and Financial Services

Course: Service Competencies

Course Code: MGT511

Semester: I

Max Marks: 100

Duration (mins): 150

- Note: 1. Figures to the right indicates full marks.
2. Question no 6 is compulsory
3. Attempt any 4 from remaining questions

- Q 1. Define Customer Service. Discuss the various good and bad elements of customer service with the help of an example. (10)
- Q 2. Write short notes on (Any 4) (20)
- 1) Digital channels driver of retention for banking industry
 - 2) Non routine transactions
 - 3) Customer Experience
 - 4) Relationship champion
 - 5) Service Competencies
- Q 3. Define Standardization of services? Explain the various factors involved for the same. (15)
- Q 4. "Customer centricity is the backbone of any banking industry to survive in today's competitive environment". Discuss this statement with the help of any bank. (20)
- Q 5. What is a Complaint? Identify the various root causes of complaints. Discuss the model that needs to be adhered to rectify customer complaints? (20)
- Q.6 Human touch is imperative for customer delight in service industry. Discuss this statement. (15)
- Q.7 Why is service important? List down the various types of services available. (10)
