



# AJEENKYA

## D Y PATIL UNIVERSITY

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### End Term Examination (December 2019)

School: School of Management

Program: MBA Banking & Financial Services

Course: Service Competencies

Course Code: MGT511

Semester: I

Max Marks: 50

Duration (mins): 90

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- Note:
1. Figures to the right indicates full marks.
  2. Question number 1 to 4 are compulsory
  3. Attempt any 1 from question no 5 and 6

Q 1. Define Customer Service. Discuss the various good and bad elements of customer service with the help of an example. (8)

Q 2. Write short notes on (Any 2) (8)

- 1) Customer Experience
- 2) Empathy in customer service
- 3) Service Competencies

Q 3. Define Standardization of services? Explain the various factors involved for the same. (10)

Q 4. What is a Complaint? Identify the various root causes of complaints. Discuss the model that needs to be adhered to rectify customer complaints? (12)

Q.5 Define Customer Engagement. Explain the process of customer engagement in detail with the help of any service. (12)

Q.6 Why is service important? Explain the various types of services? Discuss the characteristics of services with the help of examples. (12)

\*\*\*\*\*ALL THE BEST\*\*\*\*\*