



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (April 2019)

School: School of Management

Program: Banking and Financial Services

Course: Service Competencies II

Course Code: MGT527

Semester: II

Max Marks: 100

Duration (mins): 150

Note: 1. Figures to the right indicates full marks.

2. Attempt any one question from question number 6 and 7.

- Q 1. Explain what is customer centricity with the help of a bank and a non-bank example. **(15)**
- Q 2. With the help of 5 parameters discuss the importance of customer centricity for organizations today. **(20)**
- Q 3. Write short notes on (Any three) **(15)**
- a. Customer service champion
 - b. Importance of customer value proposition
 - c. Non-routine transactions
 - d. CRM
- Q 4. Explain customer value proposition with the help of an example. **(15)**
- Q 5. Explain customer centric model that firms can adopt to survive competition. Please explain the model with the help of an example. **(15)**
- Q.6. Explain the road map for banks to adopt customer centric approach to survive competition by highlighting on the following points: **(20)**
- a. Customer engagement model
 - b. Development agenda
 - c. More growth better returns
 - d. Organization capabilities and insights
- Q.7. "Customer centricity" is the key to survive and face competition in the era of globalization. Do you agree with the statement? Justify your answer. **(20)**