

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

B.B.A. - END SEMESTER EXAMINATIONS - NOV'2024
SEMESTER - V

24UBAET5A01 - Customer Service and Leadership

Total Duration : 1 Hrs.30 Mins.

Total Marks : 40

Section B

Answer any **TEN** questions ($10 \times 2 = 20$ Marks)

1. What are the differences between empathetic understanding and objectivity?
2. Explain why it is important to remain calm when dealing with angry callers.
3. Explain the 5 qualities of customer service managers.
4. What is Attentiveness?
5. Explain how curiosity helps to bridge knowledge gaps.
6. Explain the three Ps of service.
7. What is Curiosity?
8. Explain the benefits of Cognitive Engagement.
9. Describe the two potential benefits of increasing one's curiosity quotient (CQ) in various areas of life.
10. What is a Problem-solving skill?
11. Describe how to improve customer interactions.
12. Explain the benefits of customer support.

Section C

Answer any **FOUR** questions ($4 \times 5 = 20$ Marks)

13. Explain how do service standards contribute to maintaining the quality of customer service.
14. Compute the difference between skills-focused roles and degree-focused roles in the tech industry.
15. Examine the value of empathy in customer service.
16. Prepare the essential characteristics of empathetic people in customer service.
17. Ascertain the analysis of root cause and why is it important in problem-solving?
18. Explain the three essential provisions of service standards.
