

Assessment

Total Marks: 30

Q.1. Short Questions: (15)

- i. Explain various techniques of assessing customer response.
- ii. Discuss the role and function of policies and procedures in meeting customer requirements.
- iii. What is the role of quality management in meeting customer needs?
- iv. "A happy customer is a reliable customer", and a reliable customer means profit" keeping in view the statement, point out the ways which help to achieve customers' trust.
- v. What is meant by CRM? Which type of information does it include?

Q.2. Design and complete a customer satisfaction survey. (7)

Case Study (8)

Managers at Clifton leisure centre want to attract more customers. They have improved the Gym facilities with updated equipment. They have also hired a new trained fitness instructor. One of the managers argues that before starting on their marketing campaign they should collect some information about their target customer which includes; the age range and occupation.

1. How important it is for them to classify the centre's users?
2. Explain why this sort of data is helpful?