

Developing Customer Service Strategy

Assessment

Total Marks: 30

1. What is the role of a manager in developing customer service strategy for an organisation? **8**
2. What is seven S 'diagnostic framework? How can it be used for the assessment of culture and service orientation of an organisation? **10**
3. Write short notes on the followings: **12**
 - a. Situational leadership theory
 - b. Visionary leadership theory