

ASSESSMENT # 11

Total Marks: 30

Q.1. Short Questions: (21)

- i. Explain various techniques for 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 this statement, point out some ways in which one might gain customers' trust.
- v. What is meant by CRM? Which type of information does it include?
- vi. Design and complete a customer satisfaction survey.
- vii. Review the success of a completed survey.

Case Study (9)

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 fitness training instructor. One of the managers argues that, before starting their marketing campaign, they should collect some information about their target customers, including age range and occupation.

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