

Assessment 12

Total Marks: 30

1. Give short answers for the following questions: (18)
 - I. What is the importance of customers' feedback for the success of an organisation?
 - II. Why it is important to know about customer's needs?
 - III. What are the barriers that prevent an organisation from understanding customer's point of view?
 - IV. What is customer care balance sheet? Which type of information does it contain?
 - V. What is pilot scheme?
 - VI. Who are mystery shoppers?

2. Discuss different methods of quantitative and qualitative research that are used for getting customer's feedback. (12)