

Assessment 11

Total Marks: 30

1. Give short answers for the following questions: (15)
 - I. Why do complains occur?
 - II. Outline the two factors that influence effectiveness of customer complaint handling.
 - III. What are the widely established response standards for customer services?
 - IV. What are the common reasons for customers' complaints?
 - V. Define complaint management.
2. 'Proper complaint handling system is vital for running the business successfully'. Discuss (7)
3. Wysocki, Kepner and Glasser classified the complaining customers based on their behaviours into five types. What are these? (8)