

### Assessment 4

**Total Marks: 30**

1. Give short answers for the following questions: (14)
  - I. What is the role of a manager in developing customer service strategy for an organisation?
  - II. How far it is important for an organisation to involve employees when developing company's vision?
  - III. What is meant by 'values' in an organisation?
  - IV. Which factors should the managers take into consideration when evaluating current service performance in an organisation?
  - V. What are the important areas to focus when developing a customer service strategy?
  - VI. What is the role of EFQM in developing customer service strategy?
  
2. What is seven S 'diagnostic framework? How can it be used for the assessment of culture and service orientation of an organisation? (8)
3. Write short notes on the followings: (8)
  - a) Situational leadership theory
  - b) Visionary leadership theory