

# Importance of Customer's Feedback

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## Assessment 20

**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)