

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF HOTEL MANAGEMENT & CATERING
TECHNOLOGY (BHMCT)
EXAMINATION: DECEMBER – 2022
SEVENTH SEMESTER

Subject : - Customer care Management (BHM19-026713)

Date: 07/12/2022

Total Marks: 60

Time:10.00 am to 12.30 pm

Instructions: 1) Each question carries 10 marks.
2) Question No. 1 is Compulsory. Attempt any 05 questions from the remaining.

- Q. 1.** Write any 10 versions of the customer as an individual. **(10)**
- Q. 2.** a) Explain the term work standards. **(05)**
b) Write a short note on JIT **(05)**
- Q. 3.** Explain any 5 most common obstacles to customer service operations **(10)**
- Q. 4.** Describe the term policies and procedures and explain why policies must be specific. **(10)**
- Q. 5.** Discuss in detail the advantages and disadvantages of centralized customer service operations. **(10)**
- Q. 6. Write short note**
a) policies on returns and exchanges **(05)**
b) benchmarking **(05)**
- Q. 7.** Write in detail about inbound communication tools used in customer service operations. **(10)**
- Q. 8.** Write down the steps involved in developing a statement of mission. **(10)**
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