

Assessment 10

Total Marks: 30

Q.1. Short Questions: (21)

- i. Explain various techniques of assessing customer response.
- ii. Discuss the role and function of policies and procedures in meeting customer requirements.
- iii. What is the role of quality management in meeting customer needs?
- iv. “A happy customer is a reliable customer”, and a reliable customer means profit” keeping in view the statement, point out the ways which help to achieve customers’ trust.
- v. What is meant by CRM? Which type of information does it include?
- vi. Design and complete a customer satisfaction survey.
- vii. Review the success of a completed survey.

Case Study (9)

Managers at Clifton leisure centre want to attract more customers. They have improved the Gym facilities with updated equipment. They have also hired a new trained fitness instructor. One of the managers argues that before starting on their marketing campaign they should collect some information about their target customer which includes; the age range and occupation.

1. How important it is for them to classify the centre’s users?
2. Explain how this sort of data could be helpful?