

CHAPTER -19-CUSTOMER SERVICE

Question 1

_____ is not a tangible good.

- I. House
- II. Insurance**
- III. Mobile Phone
- IV. A pair of jeans

Question 2

_____ is not an indicator of service quality.

- I. Cleverness**
- II. Reliability
- III. Empathy
- IV. Responsiveness

Question 3

In customer relationship the first impression is created:

- I. By being confident
- II. By being on time
- III. By showing interest
- IV. By being on time, showing interest and being confident**

Question 4

Select the correct statement:

- I. Ethical behaviour is impossible while selling insurance
- II. Ethical behaviour is not necessary for insurance agents
- III. Ethical behaviour helps in developing trust between the agent and the insurer**
- IV. Ethical behaviour is expected from the top management only

Question 5

Active listening involves:

- I. Paying attention to the speaker
- II. Giving an occasional nod and smile
- III. Providing feedback
- IV. Paying attention to the speaker, giving an occasional nod and smile and providing feedback**

Question 6

_____ refers to the ability to perform the promised service dependably and accurately.

- I. Reliability**
- II. Responsiveness
- III. Assurance
- IV. Empathy

Question 7

_____ relate to one's ability to interact effectively with other workers and customers, both at work and outside.

I. Hard skills

II. Soft skills

III. Negotiating skills

IV. Questioning skills

Question 8

Which of the below elements promote trust?

I. Communication, assertiveness and being present

II. Politeness, affirmation and communication

III. Attraction, communication and being present

IV. Affirmation, assertiveness and attraction

Question 9

Which of the below tips are useful for making a good first impression?

I. Being on time always

II. Presenting yourself appropriately

III. Being open, confident and positive

IV. All of the above

Question 10

_____ is reflected in the caring attitude and individualised attention provided to customers.

I. Assurance

II. Empathy

III. Reliability

IV. Responsiveness

Question 11

What is meant by customer lifetime value?

I. Sum of costs incurred while servicing the customer over his lifetime

II. Rank given to customer based on business generated

III. Sum of economic benefits that can be achieved by building a long term relationship with the customer

IV. Maximum insurance that can be attributed to the customer

Question 12

In a customer's mind, there are two types of feelings and related emotions that arise with each service failure on part of the insurance company. These feelings are

I. Confusion and empathy

II. Dishonesty and revenge

III. Ignorance and sympathy

IV. Sense of unfairness and hurt ego

Question 13

Which among the following is not an element of active listening?

I. Paying good attention

II. Being extremely judgmental

III. Empathetic listening

IV. Responding appropriately