

B.Voc. (Retail Management)

Third Semester

RSC 304: Retail Servicing & Marketing

Time allowed: 3 Hours

Max. Marks:80

NOTE: Attempt five questions in all, including Question Number 1 which is compulsory and selecting one question from each Unit

- I. Attempt any four of the following short questions in 50-60 words each: -
- a) Write a note on sales target.
 - b) Differentiate between features and benefits.
 - c) 7 C's of effective communication.
 - d) How can client information be used affectively?
 - e) Explain briefly the types of clients.
 - f) Explain when and how to report your progress to your manager.

(4X4)

UNIT-I

- II. Explain in detail the procedures for developing business relationships with clients. (16)
- III. Define the term sales targets. Discuss when and how sale targets can be achieved. (16)

UNIT-II

- IV. Explain the ways in which one can talk to clients in a persuasive manner. (16)
- V. Discuss the methods to measure progress in retail servicing. (16)

UNIT-III

- VI. Describe the suitable opportunities for approaching potential clients for building business relationships. (16)
- VII. What are the steps through which you can compare competitor's services with yours to benefit your own potential clients? Discuss in detail. (16)

(2)

UNIT-IV

- VIII. Explain the various data protection laws and company policy with respect to client confidentiality. (16)
- IX. Discuss in detail the importance of client confidentiality to a business relationship. (16)