

2032

B. Voc. (Retail Management)

Third Semester

RSC-304: Retail Servicing and Marketing

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Write short notes on any four from the following:-

- a) What is a Target market?
- b) What does a company promote?
- c) Who are Loyal customers?
- d) Can positive impression of company create potential clients?
- e) What communication skills are needed to talk to potential customers?
- f) What is Client confidentiality? (4x4)

UNIT - I

- II. What is meant by Sales targets? How can they be achieved? (16)
- III. Write a note on Company policies and procedures needed to build relationships with clients. (16)

UNIT - II

- IV. What is the difference between features and benefits? (16)
- V. What are the ways in which progress can be measured? Can these ways be used to decide if change in one's approach is needed? Comment. (16)

UNIT - III

- VI. How can information about competitor's services be collected? Explain. (16)
- VII. How can rapport be build quickly with prospective clients? (16)

UNIT - IV

- VIII. Comment whether recording information about potential clients be done or not? How can it be used? (16)
- IX. Explain the relevant aspects of data protection laws with respect to client confidentiality. (16)

x-x-x