

1129
B. Voc. (Retail Management)
3rd 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.

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- I. Attempt any four of the following: -
- (a) Write a short note on: Sales Target.
 - (b) Difference between features and benefits.
 - (c) 7Cs of effective communication.
 - (d) Write a short note on: Business relationship.
 - (e) How can client information be used effectively?
 - (f) Explain briefly the types of clients. (4×4)

UNIT – I

- II. Explain in detail the procedures for developing business relationships with clients. (16)
- III. Discuss in detail the methods for creating an ideal client profits. (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 relationship. (16)
- VII. Illustrate how can comparing competitors' services with ours help our own company? (16)

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)

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