

1128

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. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any four questions from the following:-

- a) Is there a need to balance your time between finding new clients and selling to existing clients'? Discuss.
- b) How can you determine the number and types of clients needed to meet sales targets?
- c) Explain when and how to report your progress to your manager.
- d) Briefly discuss the kind of image a company will want to promote to customers.
- e) Why is it important to record information about potential clients?
- f) Briefly explain steps to quickly establish a rapport with prospective clients? (4x4)

UNIT – I

- II. What are the procedures for developing business relationships with clients and why is a good business relationship important? (16)
- III. Define the term Sales Targets? Discuss when and how sales targets can be achieved. (16)

UNIT – II

- IV. Explain features and benefits of the service that you provide to client. What are the ways through which you can talk to potential clients in a persuasive way about your service. (16)
- V. Why is it important to measure your own progress? What are the ways you can measure progress to help decide if a change in your approach is needed? (16)

P.T.O.

(2)

UNIT - III

VI. What is meant by finding suitable opportunities for approaching potential clients? What are the steps to do this so as to create a positive impression of you and your company? (16)

VII. What are the steps through which you can compare competitors' services with yours to benefit your own potential clients? Discuss in detail. (16)

UNIT - IV

VIII. Explain in detail data protection laws and company policy with respect to client confidentiality. (16)

IX. a) Why is it important to keep promises you made to potential clients.
b) Why is client confidentiality important to a successful business relationship? (16)

x-x-x