

1127

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. Define any four of the following: -

- (a) Define sales targets.
- (b) Discuss the criteria necessary for change in approach.
- (c) Suggest ways to report your progress to your manager.
- (d) What are the various methods for creating rapport with prospective clients?
- (e) What type of information is required to exchange with potential clients?
- (f) Write short note on Relevance of maintaining clients confidentiality in business relationship. (4×5)

UNIT – I

II. What are the various methods to achieve sales targets? What type of clients needed to achieve the sales targets? (15)

III. Explain the policies and procedure required for developing business relationships with clients in an organization. (15)

UNIT – II

IV. Highlight the importance of review progress in finding new clients. (15)

V. What is the difference between features and benefits? Explain the features and benefits about your service with the help of an example. (15)

UNIT-III

VI. Discuss the different techniques for evaluating competitor's services. How the service of your organization would benefit the clients. (15)

VII. Discuss suitable opportunities for approaching potential clients. How does it helps in creating business relationship. (15)

UNIT-IV

VIII. Explain, how does an organization create long term relationship with potential clients. (15)

IX. Elaborate some aspects related to data protection laws & company policy with respect to client confidentiality. (15)

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