

2124

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. All questions carry equal marks.*

x-x-x

1. Attempt any Four of the following:

- (a) Define the term sales target.
- (b) Define Retail Servicing
- (c) What do you mean by Retail Marketing.
- (d) Define the meaning of Potential clients.
- (e) Differentiate between features and benefits.
- (f) Define the term benchmark.

#### Unit-I

- 2. What are the company policies and procedures for developing business relationships with clients?
- 3. What makes your customers valuable? How to create a customer profile?

#### Unit-II

- 4. How regularly the companies should review the progress in finding the new clients? How to measure that progress?
- 5. How to make conversation with potential clients in a persuasive way about the services provided by the company?

#### Unit-III

- 6. How can rapport be built quickly with prospective clients?
- 7. Discuss the approaches used by the manager to create positive impression of the company before the clients.

#### Unit-IV

- 8. Explain the data protection laws and company policies to protect the confidentiality aspect of the client.
- 9. Discuss in detail the importance of client confidentiality to a business relationship.

x-x-x