

2021

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

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- I. Attempt any four parts of the following: -
- (a) Meaning of sales target
 - (b) Customer relationship management
 - (c) What is corporate image?
 - (d) Difference between loyal and prospective clients.
 - (e) Marketing communication
 - (f) Importance of confidentiality of data in business (4×4)

UNIT – I

- II. How a company can achieve its sales targets? What is the relevance of client's profile? (16)
- III. How company can develop business relationships with clients? Detail the policies and procedures for client management. (16)

UNIT-II

- IV. Explain the features and benefits of service provided to customers. How to persuade potential clients? (16)
- V. How the progress of business is reviewed? Explain the methods of reviewing the progress. (16)

UNIT-III

- VI. How the services can be compared with competitor's services? (16)
- VII. How building a good rapport with employees is important in today's environment? (16)

UNIT-IV

- VIII. What is the relevance of communication and relation building? (16)
- IX. What is the importance of data protection laws and company policy on keep client's information confidential? (16)

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