

2123

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 of the following:-

- a) What is client confidentiality?
- b) Define sales targets.
- c) Explain potential and existing clients.
- d) Define sales records.
- e) Difference between features and benefits.
- f) Describe the procedure for developing business relationships with clients. (4x4)

UNIT - I

- II. Describe the ways to achieve sales targets. (16)
- III. How do the company's policies and procedures help in developing business relationship with clients? (16)

UNIT - II

- IV. Describe the business relationship to be maintained with clients by the manager. (16)
- V. When and how does the departmental manager reports his progress to his manager? (16)

UNIT - III

- VI. How will the manager have a competitive advantage over his competitors'? (16)
- VII. Discuss the approaches used by the manager to create positive impression of the company before the clients. (16)

P.T.O.

(2)

UNIT - IV

- VIII. Explain the data protection laws and company policies to protect the confidentiality aspect of the client. (16)
- IX. What important information is required to be exchanged by the manager with potential clients? (16)

x-x-x