

**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES)  
(BBARS)**

**Term-End Examination**

**December, 2013**

**BRS-022 : SALES AND CUSTOMER SERVICE**

*Time : 3 hours*

*Maximum Marks : 100*

**Note :** (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

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1. Define sales Management. Explain the Environment in sales Management and briefly discuss these environmental factors with suitable Examples. 20
  
  2. (a) Explain the steps involved in selling with the help of relevant examples. 10  
(b) What are the Retail selling Skills ? What are pre-store opening activities ? 5+5=10
  
  3. Explain the concept and the importance of customer service. Discuss how customer service is classified with the help of suitable examples. 20
  
  4. Write notes on : 4x5=20
    - (a) AIDAS Theory
    - (b) Marketing Vs Selling
    - (c) Service Quality
    - (d) Customer Evaluation Criteria in Retail

5. What do you mean by customer satisfaction ? 20  
How the customer satisfaction is measured ?  
What are the different strategies in Retail for the improvement of customer satisfaction ?
6. (a) "Service recovery is an important and 10  
effective customer retention tool." Do you agree ? Explain the reasons with the help of suitable examples.
- (b) What is complaint management ? What are 10  
its advantages in Retail ?
7. Explain the concept of Internal Marketing. 20  
Discuss briefly the Internal Marketing Issues in Retail sector with the help of suitable examples.
8. What do you mean by customer grievance ? What 20  
are the reasons for addressing complaints and grievances of customers in retail ? Justify your answer with the help of suitable examples.
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