

00113 **BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES) (BBARS)**

**Term-End Examination**

**December, 2012**

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

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer any five questions. All questions carry equal marks.*

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1. What is the nature and importance of Sales Management ? What is the scope of sales as a career ? Distinguish between 'Selling and Marketing'. 8+4+8
  
2. Elucidate with examples the personal selling process. What is the difference between Relationship Selling approach and Transactional Selling approach ? 20
  
3. (a) Define the term 'Salesmanship'. What are the characteristics of a successful Salesman ? Illustrate with suitable examples. 10x2=20  
(b) Explain the changing role of sales force in the current market situation.

4. Define service quality and explain the benefits of service quality management to the retail organisations. What are the various factors affecting customer's decision of switching a service ? 20
5. Write short notes on the following : 5x4=20
- (a) SERVQUAL
  - (b) Benefits of service recovery
  - (c) Principles of Negotiations
  - (d) Moments of Truth
6. What are the objectives of 'Internal Marketing' ? 20  
Briefly explain the attributes of a successful team.  
What are the key areas of Customer Experience Management ?
7. What are the various service touch points available to a retail sales personnel ? Where can positive customer experience be provided in a store ? Justify your answer. 20
8. 'Customer service is not a department but a Philosophy-a way of life'. Comment. Identify the post transaction elements of customer service. 20
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