

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

Term-End Examination

00784

December, 2014

BRS-022 : SALES AND CUSTOMER SERVICE

Time : 3 hours

Maximum Marks : 100

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

1. "FDI in retailing is going to affect the Indian retailing scenario." Discuss it with reference to various entities, who are directly affected through FDI. 20

2. What do you understand by the term service ? Briefly describe the customer service classification schemes by giving suitable examples. 20

3. Briefly explain the factors that impact the retail market. Illustrate your answer with suitable examples. 20

4. Define selling. Is selling different from marketing ? How far does sales management help business enterprises in their growth ? Give your answer with the help of suitable examples. 20
 5. Explain the need and importance of internal marketing with suitable examples. 20
 6. "Good salesmen are not born but made by properly organised and directed sales training programmes." Discuss this statement. 20
 7. Explain the role of Integrated services marketing communication in case of Hospitality services. Discuss with the help of an example. 20
 8. Write short notes on the following : 10+10=20
 - (a) Customer Relationship Management
 - (b) Service Recovery Strategies
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