

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

**Term-End Examination**

**December, 2015**

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

*Time : 3 hours*

*Maximum Marks : 100*

---

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

---

---

1. "The trends in sales management are ever changing." Explain in detail along with the relation of sales and distribution management. Give examples to support your answer. 20
2. What do you understand by the term customer service ? Explain the significance of customer service management, with a suitable example, in the context of retail industry. 20

3. What do you mean by salesforce automation ?  
What are the advantages of salesforce automation ? Discuss. 20
4. Define sales forecasting. Explain its relevance in retail businesses. 8+12
5. Discuss the importance of personal selling. Also discuss the challenges in personal selling. 5+15
6. Illustrate various problems in sales management. 20
7. Explain the term internal marketing. Discuss its objectives and significance. 20
8. Write short notes on the following : 4×5
- (a) Service Quality
  - (b) Steps in Selling
  - (c) Customer Loyalty
  - (d) Communication to Customers
-