

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

Term-End Examination

June, 2013

BRS-022 : SALES AND CUSTOMER SERVICE

Time : 3 hours

Maximum Marks : 100

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

1. (a) Explain the interdependence of sales and distribution management in a Retail organisation. 10x2=20
(b) Explain the importance of non-verbal communication in selling process.
2. What are the different theories available in Retail ? Discuss the scope of retail in India. 20
3. (a) Describe the various reasons of Customer Grievances with examples. 10x2=20
(b) Describe the various strategies adopted for Service Recovery with examples.
4. Explain the term 'word of mouth communication' and its importance for a retailer. What are the differences between 'Technical Quality', 'Functional Quality' and 'Total Perceived Quality' ? 20

5. What is Internal marketing ? What is the role of a service employer ? Discuss the various strategies regarding Internal marketing policies of a company. 20
6. Write short notes on the following : 5x4=20
- (a) Personal Selling Process
 - (b) Buying Formula theory of selling
 - (c) Loyalty programmes
 - (d) Causes behind customer switching.
7. Why should companies listen to their customers ? Explain. Also, discuss the importance of customer education. 20
8. How would the selling process differ in the following cases : 20
- (a) Pharmaceutical company sales-person calling upon a doctor.
 - (b) A shop floor sales person selling apparel to a customer.
 - (c) HCL computer's sales engineer selling computers to an organisation.
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