

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

**Term-End Examination**

**June, 2014**

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

*Time : 3 hours*

*Maximum Marks : 100*

- Note :** (i) Attempt *any five* questions.  
(ii) All questions carry *equal* marks.

1. (a) Explain the concept of Sales Management. How far selling is different from Marketing ? 10  
(b) Discuss the AIDAS theory of sales Management with the help of suitable examples. 10
2. What is selling approach ? What are the good qualities of a sales person ? Explain the different activities performed in the Pre-store opening and Post-store close with the help of relevant examples. 20
3. "Good customer service has today become an integral part of the Retail industry". Do you agree ? What is customer service classification ? Discuss with the help of an example. 20
4. Write notes on : 4x5=20
  - (a) Steps in Selling
  - (b) Relationship Retailing
  - (c) Customer Experience Management
  - (d) Service Recovery

5. What do you mean by Customer Grievance ? 20  
What are the reasons for addressing complaints and Grievances of Customers in Retail ? Justify your answer with the help of suitable examples.
6. Discuss the Development and Evolution of Internal Marketing concept. What is the role of 'Marketing' in Internal Marketing ? What are the differences between Internal Customers and External Customers ? 20
7. Explain the importance of Communication for retail professionals. What are the different methods of Retail Communication ? What are the challenges in Retail Communication ? Explain the above with the help of suitable examples. 8+8+4=20
8. Explain the concept and importance of customer service. Discuss how customer service is classified with the help of suitable example. 20
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