

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

(BBARS)

00421

Term-End Examination

June, 2015

BRS-022 : SALES AND CUSTOMER SERVICE

Time : 3 hours

Maximum Marks : 100

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

1. Define Retailer. What are the characteristics of a retailer ? List the different types of retailers and their functions with the help of examples. 20
2. As a sales manager of Videocon Electronics, how would you formulate the personal selling strategy for Television Dish Network of Videocon ? 20
3. Explain the process of measuring service delivery quality. 20

4. Discuss some of the qualities of a retail salesperson. How can it be improved ? 20

 5. Explain the different theories of retail development and their relevance in the Indian context, with suitable examples. 20

 6. Define Marketing Communication. How does effective communication help in building relationship with customers ? 20

 7. What strategies are being used to increase the customer loyalty base ? Illustrate your answer with suitable examples. 20

 8. Write short notes on the following : 10+10
 - (a) Non-Verbal Communication
 - (b) Customer Grievance Mechanism
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