

SECTION-B

Note: Short answer type questions. Attempt any six questions out of Eight questions. (6x5=30)

- Q.11 What are the qualities required for the good sales person?
- Q.12 Write a note on the selling methods.
- Q.13 What do you understand with the supplementary material.
- Q.14 How the customer grievances are handled?
- Q.15 Write down the recent trends in retail services.
- Q.16 What are the limitations of retail customer service?
- Q.17 What are elements of communication?
- Q.18 Write a note on the role of retail services.

SECTION-C

Note: Long answer type questions. Attempt any one question out of two questions. (1x10=10)

- Q.19 What do you understand with business communication. What are the elements required for business communication?
- Q.20 Introduce customer service associate. Write down some skills required to be good customer service associate.

No. of Printed Pages : 2

Roll No.

188943

Level 4, 2nd Sem / (DVOC) BFSI

Subject : Retail Services

Time : 2 Hrs.

M.M. : 50

SECTION-A

Note: Very short answer type questions. All questions are compulsory. (10x1=10)

Write about 2-3 lines about the following.

- Q.1 Customer Grievances.
- Q.2 Retention strategies.
- Q.3 Retail services.
- Q.4 Retail customer services.
- Q.5 Customer relationship management.
- Q.6 Business communication.
- Q.7 Project report.
- Q.8 Sales personnel
- Q.9 Salesmanship
- Q.10 Role of retail services.

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