

B.B.A. (2010 COURSE) SEM- VI : SUMMER - 2018

SUBJECT: ELECTIVE-IV : a) CREATIVE SELLING (MM)

Day: **Friday**

Time: **10.00 AM TO 01.00 PM**

Date: **04/05/2018**

S-2018-1687

Max. Marks.: 70

N.B.:

- 1) Solve **ANY FOUR** from Section – I
 - 2) Solve **ANY TWO** from Section – II.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q.1** Distinguish between marketing and selling with the help of examples. [10]
- Q.2** Explain how will you effectively handle customer objections to satisfy him? Give example. [10]
- Q.3** Explain what are selling skills, e-selling and sales meetings? How a sales man can use them effectively? [10]
- Q.4** What are salesman personality Traits? What are the different types of salesmen? Explain giving examples. [10]
- Q.5** Write short notes on (**ANY TWO**): [10]
- a) Network marketing
 - b) Retail selling
 - c) Fundamentals of successful creative selling
 - d) Effective sales presentation process

SECTION – II

- Q.6** Your company has developed a novel cough syrup using naturally occurring plant materials. The syrup has been successfully tested and cleared for human consumption by the concerned government authorities. As a marketing manager of the company, what steps you will take to make effective creative selling of the newly developed cough syrup in Indian Market. [15]
- Q.7** Describe how Salesforce Automation helps to your company to generate creative selling of the household appliances newly manufactured by your company with a competitive advantage? [15]
- Q.8** “Modern automatic sales machines help Bank, Insurance and other business firms to create sales and expand their business rapidly with a competitive advantage”. Do you agree? Justify your answer giving relative examples. [15]

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