

S.D.E.

B.B.A. (2006 COURSE) SEM-VI : SUMMER - 2018

SUBJECT: ELECTIVE-IV CREATIVE SELLING (MARKETING)

Day: **Friday**

Time: **10.00 AM TO 1.00 PM**

Date: **08/06/2018**

S-2018-4334

Max Marks: **80**

N.B.:

- 1) Attempt any **FIVE** questions from Section-I Each question carries **10** marks.
 - 2) Attempt any **TWO** questions from Section- II Each question carries **15** marks.
 - 3) Answers to both the sections should be written in the **SEPARATE** answer books.
 - 4) Figures to the **RIGHT** indicate full marks.
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SECTION-I

- Q.1** "Role of salesman is wider is scope, unique in significance" Justify this (10)
statement by citing examples.
- Q.2** What is 'Sales Promotion "? How would you conduct sales promotion (10)
programme for a new brand of 'Hair shampoo'?
- Q.3** "An effective direct selling is the master key to business success" Comment (10)
on this statement with suitable illustrations.
- Q.4** Describe the qualities of a salesman and show their importance in (10)
salesmanship. Give examples.
- Q.5** What are the fundament steps involved under sales process suitable for (10)
Refrigerator market?
- Q.6** "Sales training is an investment but not an expenditure" Justify this (10)
statement by citing examples.
- Q.7** Write short notes on **ANY TWO** of the following: (10)
- a) Sales force Automation
 - b) A-I-D-A-S Formula
 - c) Types of Customer

SECTION-II

- Q.8** How will you overcome the following excuses and objections raised by (15)
your customers?-
- a) "I have no time today to buy".
 - b) "Your price is too high".
 - c) It is not the same design I am looking for "
- Q.9** Frame an effective 'Motivation Package' for sales representatives selling (15)
each of the following-
- a) Jewelleries,
 - b) Luxurious Car,
- Q.10** Gujarat Tourism Development Corporation (GTDC) has recently appointed (15)
you as a "Sales Trainee". List down skills required to fulfill GTDC's
corporate objectives.

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