

S.D.E.

B.B.A. (2006 Course) Sem-VI : WINTER - 2018
SUBJECT: ELECTIVE – IV : b) CREATIVE SELLING (Marketing)

Day : Tuesday
Date : 04/12/2018

W-2018-4491

Time : 10.00 AM TO 1.00 PM
Max. Marks : 80

N.B.

- 1) Attempt any **THREE** questions from Section – I and any **TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer book.

SECTION – I

- Q.1** Describe the steps involved in a sales process. (16)
- Q.2** Write a detailed note on modern selling skills and techniques. (16)
- Q.3** What are the different types of customers? Explain by citing examples, how will you deal with them. (16)
- Q.4** “Sales force automation helps the organization in improving the efficiency and effectiveness of the Sales Function”. (16)
- Q.5** Write short notes on any **TWO** of the following: (16)
- a) Types of salesmen
 - b) Effective sales presentation
 - c) Fundamental of successful creative selling

SECTION – II

- Q.6** What is meant by Direct Selling? Critically comment on the direct selling methods used by Tupperware. (16)
- Q.7** Develop a sales plan for a company dealing in the branded fashion wear and accessories. Make your assumptions clear. (16)
- Q.8** As a sales representative of a company that deals in teaching aids such as LCD Projector, personal audio system in the classroom, how would you deal with the following objections raised by the prospective customers: (16)
- a) The product’s price is too high.
 - b) I am happy with the product used by me.
 - c) I don’t need this product at this point of time. Explain.

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