

B.B.A. (2010 COURSE) SEM- VI : WINTER - 2017

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

Day: **Thursday**
Date: **16/11/2017**

W-2017-1595

Time: **10.00 AM TO 01.00 PM**
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.

SECTION – I

- Q.1** Distinguish between marketing and selling. Describe Sales Presentation Process. [10]
- Q.2** What are different types of customer objection? How they can be tackled. [10]
- Q.3** What is direct Selling? Describe how multilevel mechanism is effective Sale Process. [10]
- Q.4** Describe in detail the fundamentals of Successful Creative Selling Profession. [10]
- Q.5** Write short notes on (**ANY TWO**): [10]
- a) Sales force Automation
 - b) Salesman Personality Traits
 - c) E – Selling
 - d) Sales Meetings

SECTION – II

- Q.6** Design personal selling process for selling. [15]
1) Water purifier
2) Refrigerator
- Q.7** Develop sales plan and sales talk for selling. [15]
1) Fast Food
2) Life Insurance Plan
- Q.8** Prepare a e-selling program for e-seller of commodities like [15]
1) Vegetables
2) Grocery products

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