

**S.D.E.**

**B.B.A. (2006 COURSE) SEM-VI : WINTER - 2017**  
**SUBJECT: ELECTIVE-IV CREATIVE SELLING (MARKETING)**

Day: **Monday**  
Date: **18/12/2017**

Time: **02.00 PM TO 05.00 PM**  
Max Marks: **80**

**W-2017-4143**

**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) Answer to both the **SECTION** should be written in **SEPARATE** answer books.
- 4) Figures to the **RIGHT** indicate full marks.

**SECTION-I**

- Q.1** How does 'Sales Process' for consumer goods differ from that of industrial goods? Give examples (10)
- Q.2** Explain each of the following types of selling citing examples (10)
- a) On the counter selling
  - b) Over the counter selling
  - c) E- selling
  - d) Selling by monthly Installments
- Q.3** What is 'Sales Talk'? Develop sales talk for sales representative selling new year calendars in Indian market? (10)
- Q.4** What are the various types of customer? How will you handle their objections? Give suitable examples. (10)
- Q.5** What is 'Salesmanship'? Describe the personality of salesman. Explain the fundamentals of successful creative selling of smart phone in domestic market. (10)
- Q.6** "Drop in sales is bad, loss of goodwill its the worst" Justify this statement. (10)
- Q.7** Write short notes on **ANY TWO** of the following: (10)
- a) Sales Contest
  - b) Sales Force automation
  - c) "A- I- D- A- S" Formula

**SECTION-II**

- Q.8** Frame an effective 'Sales Plan' for the successful launch of Deo-spray in an Indian market. (15)
- Q.9** Design an effective 'Direct- selling' mechanism for marketer of each of the following- a) Mango Pulp b) Mineral water (15)
- Q.10** 'Balaji Motion Pictures Ltd. Mumbai want to launch Hindi movies in different countries. Design win- win strategies to fulfill marketing objectives of Balaji Motion Pictures Ltd. (15)

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