

**CDOE**  
**BACHELOR OF BUSINESS ADMINISTRATION (2006 COURSE)**  
**B.B.A. Sem-VI : WINTER :- 2021**  
**SUBJECT: CREATIVE SELLING (MKT)**

**Day : Monday**  
**Date 7/3/2022**

**W-5417-2021**

Time : 02:00 PM-05:00 PM  
Max. Marks: 80

**N.B:**

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

**SECTION-I**

- Q.1** What are the three basic questions to which a sales manager is finding an answer while planning the sales efforts? State and explain the steps involved in sales planning. (16)
- Q.2** What is meant by sales force automation? Discuss in detail the pros and cons of sales force automation in an organization. (16)
- Q.3** Write a detailed note on Direct selling. (16)
- Q.4** What are the different types of customers a seller comes across daily? State and explain different ways to handle such customers? (16)
- Q.5** Write short note on **ANY TWO** of the following: (16)
- a) Modern selling skills
  - b) Qualities of a successful salesman
  - c) Creative selling
  - d) Types of salesman

**SECTION-II**

- Q.6** As a sales representative of smart board manufactures you are expected to approach various educational institutes and give presentations to the designated committees. In view of this you are required to prepare a sales presentation. (16)
- Q.7** As a sales representative of an insurance company how will you open a sales call? Explain in detail the steps involved in opening a sales call and closing the sales. (16)
- Q.8** What are the fundamentals of successful creative selling? Explain it in the context designer jewelry sale. (16)

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