

VPM's
DR VN BRIMS, Thane
Programme: MMS (2017-19)
First Semester Examination December 2017

Subject	Selling & Negotiation paper 1		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages		Date	16.12.2017

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

What do you understand by Selling & Negotiation? Describe in detail Selling & Negotiation skills in any one of the following areas.

- a) Flower market
- b) Fish Market
- c) Vegetable Market

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is the marketing mix?
- b) What is BATNA?
- c) What is STP

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is the Promotion mix?
- b) What are the traits of a successful sales person?
- c) What are the three crucial elements in Negotiation?

Q4) Write short notes on any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Opening the call
- b) Dealing with objection
- c) Need & Problem identification

Q5) Write short notes on any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Selling in B to B industry
- b) Selling in B to C Industry
- c) Closing a Sale

Q6) Write briefly any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Sales Forecasting
- b) Motivating Sales team
- c) Presentation & demonstration

Q7) Write short notes on any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) AIDA model
- b) Product features & customer benefits
- c) Importance of follow up