

VPM's
DR VN BRIMS, Thane
Programme: MMS (2018-20)

First Semester Examination December 2018

Negotiation and selling skills			
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	18.12.2018

		Instructions:- <ul style="list-style-type: none"> • Q. No 1 is compulsory. • Attempt Any Four from the Remaining Six Questions. • Figures to the right indicate marks in full. 	
Q. 1		Case/Case-let Study (500-800 words)	20
	a.	Ishita needs to make a final sale today to take her over her sales quota for the quarter and earn her the much-needed bonus for her upcoming holiday. There is a 'hot prospect' customer in the shop looking at buying a digicam, and has indicated if there is a deal to be done, he might buy it today. Unfortunately, the model, which the customer, Mr. Manav, is looking at, has a very tight margin and Ishita cannot afford to knock too much off the asking price without attracting the rage of her Store Manager. The camera price is 25,000/-, and she can go as low as 22,000/-, but no more for this model. Mr. Manav has made an offer of only 20,000/-. It is close to her exit, but Ishita just cannot sell the camera for that price. Describe the above negotiating problem with reference to Distributive Bargaining, and explain how Ishita might improve her negotiation performance.	10
	b.	<p>i. Assume you are a sales rep for an interactive advertising company. Your prospect is learning about how social networking works and has responded to your presentation with the following comment: "I'm not sure this is really for us." What type of objection is this? How would you respond? (5 marks)</p> <p>ii. Assume you college is going to have an annual fest – "Evoke" and are responsible for selling sponsorships of campus events to local companies such as restaurants, gyms, and retail stores. If your prospects say the price is too high, how would you overcome this objection? (5 marks)</p>	10
Q. 2		Answer Any two from the following.	5x2 = 10
	a.	Discuss the steps of sales process by taking an example of your choice.	
	b.	Newspaper ad for Philips 'Philishave' Shaver describes it as: "Each of the three rotary-action shaving heads has 90 omni-directional slots to catch all the hairs, irrespective of length and angle to the skin. The shaving heads also float independently to ensure they follow every contour of your face. The double action cutters lift each hair to achieve a closer shave and there is also a pop-out trimmer for sideburns." What do you think are the Features, Advantages and Benefits of the Philishave and Why?	
	c.	Selling and negotiation skills are learnt and not inborn. Comment and discuss.	
Q. 3		Answer Any two from the following.	5x2= 10
	a.	Name the type of close that is used in each of the following examples and	

	justify your point. i. “Would you like the pay-as-you-go or the family plan?” ii. “With the extra capacity, you’ll be able to expand your service as you need it, yet it won’t cost you any additional monthly fees. You can sign right here, and we can start your service on Monday.”	
	b. Comment on “Importance of body language in Selling and negotiation process”.	
	c. Discuss your own negotiation experience. Analyze and think – what stopped you from doing better?	
Q. 4	Answer Any two from the following.	5x2 = 10
	a. Explain hardball tactics and discuss 5 tactics of your choice.	
	b. How to Sell Your Boss On a New Marketing Strategy?	
	c. Discuss the concept of BATNA. How it is useful in negotiation?	
Q. 5	Answer Any two from the following.	5x2 = 10
	a. Define Prospecting. Explain any 3 methods of prospecting.	
	b. Explain Closing. Explain any 4 styles of closing.	
	c. What is need analysis? Explain in detail why need analysis is important in the whole selling cycle.	
Q. 6	Answer Any two from the following.	5x2 = 10
	a. Distinguish between integrative and distributive negotiation.	
	b. Illustrate the different negotiation strategies you might use while negotiating for real estate property of omkar realtors.	
	c. Discuss the terms zopa and reservation price in context of negotiating for the above example.	
Q. 7	Answer Any two from the following	5x2 = 10
	a. Discuss the 7 steps of negotiation process taking an example of your choice.	
	b. Discuss the importance of selling to wholesalers and retailers.	
	c. Explain th e principled negotiation.	