

Roll No., : _____

No. of Printed Pages :

No. of questions :

Max Marks : 60

Note: Q1 (A&B) is compulsory, Attempt any four from Q2 TO Q7.

Q1) A) Attempt the below objectives. Every answer requires justification, failing to which no marks will be given. (5*2 = 10 Marks)

1. The phase in the selling process in which the salesperson gathers as much information about the prospective client before the sales call is called:

- Prospecting**
- Pre-approach**
- The approach**
- None of the above**

2. What is a good approach to take if a customer decides not to buy

- Quickly drop the price**
- Get aggressive with the buyer so he or she understands how important the sale is to you**
- Apologize to the buyer**
- Thank the buyer, and attempt to conduct a "curb side review**
- Table another product on the fly to keep the buyer talking**
- Trash the competition to plant doubt in the buyer's mind**

3. Which is a good technique to manage dissatisfied customers?

- Give the customer a discount**

- **Blame someone else in your organization so the customer will feel sorry for you .**
- **Encourage the customer to voice the complaint so you can understand the issue and try to address it quickly**
- **Try to sell the customer something else to change their attitude towards you and your products**
- **Indicate there is nothing you can do so the customer will move on**
- **Immediately bring your boss in to solve the problem**

4. One of the best techniques to overcome buyer concerns is to:

- **Ignore the concern and push on with presentation**
- **Challenge the buyer to prove the concern**
- **Say something that knocks the competition**
- **Demo the product to show the customer it has a great set of features**
- **Shut down the call and reschedule when you have the objection figured out**
- **Use the "feel-felt-found" technique**

5) Companies can use databases for which of the following purposes?

- **Deepen customer loyalty.**
- **Identification of prospects.**
- **Use to make attractive offers to inspire purchasing**
- **Generate sales.**
- **All of the above**

Q.1B) How would the Sales Process differ in the following situation?

(i) A private sector bank representative selling services to the Senior Manager of an MNC.

(ii) A Sales executive selling water purifiers to working women

Q 2) Attempt any two from the following: (5*2 = 10 Marks)

- a) **What characterizes an integrative approach to negotiations?**
- b) **Which tactics can a party employ to influence or manipulate its opponent's perception of the bargaining situation in distributive bargaining?**
- c) **What are the important skills for a negotiator?**

Q 3) Attempt any two from the following: (5*2 = 10 Marks)

- a) **"A good prospect means half sales job is done" Justify the statement.**
- b) **Mention some points to underline the importance of Body language in Negotiation?**
- c) **Why is it necessary to know the other party's BATNA for a negotiation?**

Q 4) Attempt any two from the following: (5*2 = 10 Marks)

- a) **What are Boomerang, story and pass- out method of handling sales objections?**
- b) **Explain what is The Decoy, positioning for ease acceptance, Nibbling gambits in negotiation?**
- c) **Explain what do you mean by ZOPA?**

Q 5) Attempt any two from the following: (5*2 = 10 Marks)

- a) What do you mean by Strategic Selling?**
- b) How does one achieve a Win - Win Negotiation?**
- c) What are the steps in prospecting?**

Q 6) Attempt any two from the following: (5*2 = 10 Marks)

- a) What is the process of Negotiation?**
- b) Mention some mistakes made in negotiation?**
- c) Compare the mindset change in Traditional selling with Consultative selling**

Q7) Attempt any two from the following: (5*2 = 10 Marks)

- a) Explain what is "Trial Close" in selling and why is it important?**
- b) What are the different Powers that one can develop over the other party in negotiation?**
- c) What are the points to be kept in mind while negotiating with your superior ?**
