SNS 01

Roll No.   Marks: 60

Total No. of Questions: 7   Duration: 3 hours

Total No. of Printed Pages: 3

Note: Question Number 1 of 20 marks is compulsory
      Answer any 4 from Question Number 2 to 7 carrying 10 marks each.

Q1. Case – Airport Authority

The Airport Authority (AA) has been under considerable pressure from the Regional Government to increase capacity at Chennai Airport. Originally built fifty years ago as a small regional airport serving a population of 250 000, Chennai's single runway is at full capacity for 20 hours of the day. The region's population has climbed to over 5 million and much of this growth in air travel is due to the rapid economic expansion of the region from industry and tourism.

The options facing the AA are not attractive. To increase capacity at Chennai presents some serious engineering problems on the only available land to the north, over which a new runway must be built. The problems are due to local geology and some regular flooding from the Adyar River delta flowing nearby. A residential population of about 1 million lives within an area of 15 kilometres to the north of the airport and they believe that their lives would be affected severely by a major new runway.

Moreover, economic developments close to the airport crowd right up to the southern boundary, which is the only suitable means of access from Chennai city for a wider road. The land close to the east and west boundaries contains mainly high income residential properties, mixed with isolated green sites, containing rare natural plants, exotic birds and other small wildlife. The State Government recently designated some of these areas as 'National Heritage Sites'.

The other option is to build a completely new airport at Alamadi, at a distance of thirty kilometres from Chennai, in agricultural land, presently farmed by thousands of small holders, whose families have worked the land there for many generations. New access roads would be needed, plus, perhaps a railway system which would require many bridges and tunnels, and the airport would be close to high wooded hills. There are doubts about the operational feasibility of building an airport so far from the regional capital.

The local political representatives, all members of the governing coalition, favour expansion of Chennai airport on the grounds of 'national economic

development', 'social progress' and national pride. So does local business, which claims that the current airport is holding back economic expansion in the region. Airport passengers, business and tourist alike, are plagued by long delays to flights and missed connections, and traffic jams during access and way out along the airport's single and inadequate southern road to Chennai city.

Public disquiet about proposals to expand Chennai airport have surfaced and are attracting media interest. The main opposition comes from local residents around the airport, though they do not yet form a majority. On the southern boundary, people living along the main road to the airport oppose widening the road because this would mean demolishing many thousands of homes. People living just behind these houses oppose widening because this brings the new road right up to their properties. A 'Homes Before Roads' campaign is underway.

People to the north oppose a new airport runway because of the impact during construction and afterwards on the residents who would have to move to make way for it, and on those left behind, who would be near aircraft taking off and landing. A 'Hands off the Adyar' campaign has been formed.

Assume that you were asked to advise the State Government on how to defuse opposition to the new runway. What answers would you give to the following questions?
1. What are the interests of residents who oppose the new runway?
2. What negotiable issues might serve those interests?
3. What are the interests of the state government?
4. What negotiable issues might serve the state government's interests?
5. Is there a potential overlap on the positions of the residents and the State Government?

Q2. Answer any two of the following:
   a. Define Negotiation. Why do people negotiate?
   b. Explain the two types of Negotiation.
   c. What are the barriers to successful negotiation? Please explain.

Q3. Answer any two of the following:
   a. What is a pre-approach in selling process?
   b. Explain AIDA model of selling
   c. What are the steps that you would follow to close a deal?

Q4. Answer any two of the following:
   a. What do you understand by sales negotiation? How does it differ from selling?
   b. Outline the steps in the negotiation process, taking the example of processing an order for supply of PCs to an educational institution.
   c. Discuss Negotiating tactics giving suitable examples

Q5. Answer any two from the following:
  a. You own a Maruti 800 car, and now you want to buy a new car (Maruti Swift Desire). You want to sell your old Maruti 800. Naturally once you have taken the decision you will have to go through the following stages of negotiations:-
    a) Preparatory
    b) Exploratory
    c) Bidding
    d) Bargaining
    e) Settling and evaluation
    f) Ratification
    g) Dissemination

    Please explain all the above stages using the assumption of selling your

  b. Empathy, sensitivity, neutrality and objectivity are the four constituents which have bearing on the outcome of any negotiation. Please explain these four constituents with the help of any assumed examples.

  c. What are the stages considered while planning for a negotiation?

Q6. Answer any two from the following:
  a. What do you understand by SPIN selling?
  b. What is Conceptual Selling? Discuss in detail conceptual selling content.
  c. With the use of an example describe the hurt and rescue approach.

Q7. Answer any two from the following:
  a. What are the objectives of a sales training program?
  b. How does sales training improve performance of sales personnel?
  c. What are the various methods of training?

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