

**SNS 01**

Roll No. :

Total No. of Printed Pages :-1

Total No. of Questions : 7

Maximum Marks :- 60

Duration (hrs) :- 3 hrs

Note :- Answer any six questions.

All questions carry equal marks.

- 1) How does the role of selling tend to differ between
  - a) Industrial Products and
  - b) Consumer Products
  
- 2) Explain the differences between marketing strategies and sales strategies.
  
- 3) Discuss the ways in which a sales person can attempt to identify buyer needs.
  
- 4) How important is the concept of segmentation in the area of selling ?
  
- 5) List different channels for transmitting a message. Discuss the advantages and dis-advantages of various channels.
  
- 6) If the product is right and the sales presentation is right there is no need to close the sale. Discuss.
  
- 7) Write short notes on any two :-
  - A) Body Language
  - B) Negotiation Objectives
  - C) Supervision and Control of salesman