

MMS - I
16/12/10
Selling & Negotiation Skills.

Roll No.: _____

Total No. of Questions: 07

Duration: 3 Hours

Total No. of Printed Pages: 02

Maximum Marks: 60

SNS 01

Note: Q.1 is Compulsory (Case Study : 20 Marks)

Solve any 4 Questions from Q.2 to Q.7 (10 Marks Each)

Q.1: Case Study: Salesmen Costs

Q.2: (A) What do you mean by Negotiation? 5 Marks

Describe in detail different type of Negotiating Styles with examples.

(B) What do you mean by Interest and Position with respect to Negotiation? Explain with suitable example. 5 Marks

Q.3: Discuss important rules in conducting Negotiations with suitable Example.

Q.4: Discuss different Types of Negotiations with at least 2 different examples. 10 Marks

Q.5: What is Sales Funneling Technique? Explain with any consumer product example. 10 Marks

Q.6: What is your understanding about ZOPA? Describe in detail with suitable example of any Industrial Product. 10 Marks

Q.7: How culture can impact Negotiation Process? Discuss single Negotiation situation with American & Japanese culture perspective. 10 Marks

Case Study: 1

SALESMEN COSTS

On the basis of the data given in the following 2 Tables, make whatever recommendations to management you think might be appropriate:

Sales Area	Total Calls	Total Orders	Sales/Call Ratio in %	Sales in Rs.	Averages Sales Per Order	Total Customers
A	1,900	1,140	60.0	4,56,000	400	195
B	1,500	1,000	66.7	3,60,000	360	160
C	1,400	700	50.0	2,80,000	400	140
D	1,030	279	27.1	66,000	239	60
E	820	165	20.1	31,000	187	50
TOTAL	6,650	3,284	49.4	11,93,000	363	605

Sales Area	Annual Compensation in Rs.	Expense Payments in Rs.	Total Salesmen Cost in Rs.	Sales Produced in Rs.	Cost/Sales Ratio in %
A	11,400	5,700	17,000	4,56,000	3.7
B	10,800	7,200	18,000	3,60,000	5.0
C	10,200	5,800	16,000	2,80,000	5.7
D	9,600	12,400	22,000	66,000	33.3
E	10,000	16,000	26,000	31,000	83.3
TOTAL	52,000	47,100	99,000	11,93,000	8.3