

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: MMS (2019-21)**  
**First Semester Examination January 2020**

<b>Subject</b>	<b>Negotiation &amp; Selling Skills</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>7</b>	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	<b>1</b>	<b>Date</b>	<b>08.01.2020</b>

	<b>Instructions:-</b>	<b>Marks</b>
	<ul style="list-style-type: none"> <li>• <b>Q. No 1</b> is compulsory.</li> <li>• Attempt <b>Any Four</b> from the Remaining Six Questions.</li> <li>• Figures to the right indicate marks in full.</li> </ul>	
<b>Q. 1</b>	Case/Case-let Study (500-800 words)	<b>20</b>
	<p>Fanya and Kazi have been business partners for the past ten years. In early 2010, the two fell out and their business has been closed since then and have both been incurring losses. You have been requested by Fanya to advise them of which Kazi is agreeable on the way forward to settle their dispute so that their business can be functional.</p> <p>a) Give them a candid discussion on the conditions, the absence of which will render their negotiations futile.</p> <p>b) Discuss the reasons why the two may refuse to negotiate even when many of the preconditions for negotiation are present.</p>	
<b>Q. 2</b>	Answer <b>Any two</b> from the following.	<b>5x2 = 10</b>
	<b>a.</b> Explain importance of negation in business management.	
	<b>b.</b> Write about Art of Persuasion.	
	<b>c.</b> List the qualities of a successful salesperson.	
<b>Q. 3</b>	Answer <b>Any two</b> from the following.	<b>5x2= 10</b>
	<b>a.</b> Define any one model of negotiation in detail.	
	<b>b.</b> Classify the concept of B2C.	
	<b>c.</b> Describe the various legal aspects in negotiation.	
<b>Q. 4</b>	Answer <b>Any two</b> from the following.	<b>5x2 = 10</b>
	<b>a.</b> Identify the requirements needed for preparing for negotiations.	
	<b>b.</b> Explain the selling process in detail with examples.	
	<b>c.</b> Recognize the influence of cultural differences in negotiations.	
<b>Q. 5</b>	Answer <b>Any two</b> from the following.	<b>5x2 = 10</b>
	<b>a.</b> Explain how body language is an essential part in selling.	
	<b>b.</b> Write about customer focused selling.	
	<b>c.</b> List differences between a product and service.	
<b>Q. 6</b>	Answer <b>Any two</b> from the following.	<b>5x2 = 10</b>
	<b>a.</b> Write about barriers in agreement.	
	<b>b.</b> Explain the elements of negotiation and trust building in negotiation.	
	<b>c.</b> Outline the concept of BATNA.	
<b>Q. 7</b>	Answer <b>Any two</b> from the following	<b>5x2 = 10</b>
	<b>a.</b> Define the concept negotiation.	
	<b>b.</b> Explain how selling is different from marketing.	
	<b>c.</b> List essential strategies for selling with reference to startups.	