

<p style="text-align: center;"><b>VPM's</b>  <b>DR VN BRIMS, Thane</b>  <b>Programme: MMS (2022-24)</b>  <b>First Semester Regular Examination March 2023</b></p>				
<b>Course Name:</b>	Negotiations and Selling Skills	<b>Course Code</b>	C-112	
<b>Roll No.</b>		<b>Marks</b>	<b>60</b>	
<b>Total No. of Questions</b>	6	<b>Duration</b>	<b>3 Hours</b>	
<b>Total No. of printed pages</b>	3	<b>Date</b>	08-03-2023	
<p><b>1. Course Outcome Statements:</b>  <b>CO1:</b> RECALL the Basic Concepts of Selling and Negotiation Skills  <b>CO2:</b> DEMONSTRATE an understanding of the need and importance of negotiation and selling and assess the type of negotiations and selling used in varying situations  <b>CO3:</b> MAKE USE of the techniques learnt in business negotiation and selling situations.  <b>CO4:</b> ANALYSE the use of different negotiation models, negotiation &amp; selling skills and traits of salesperson in business environment.  <b>CO5:</b> EVALUATE various approaches required for selling to different stakeholders and customers and negotiation in business situations.</p>				
<b>Instructions: -</b>		<b>Marks</b>	<b>BL</b>	<b>CO</b>
<b>Q. No 1 (All Questions are Compulsory)</b>				
<b>Q. No.</b>	<b>Questions</b>			
<b>Q. 1</b>	Nikita just graduated college, she's ready to head out on her own and get that first job, and she's through her first campus interviews. She receives an offer of a Rs 28,000 monthly salary, including benefits from a Reality sector company, for an entry-level marketing position that seems like a perfect fit. She is thrown off by the salary they are offering and knows that it is lower than what she was hoping for. Instead of panicking, she takes the advice of her mentor and does a little research to know what the market range for the salary is for her area. She feels better after doing this, knowing that she was correct and the offer is low compared to the market rate. After understanding more about the offer and the rates, she goes back to the HR representative of the company and asks for her preferred rate of Rs 32,500 per month, knowing the minimum that she would accept is Rs 30,000. Instead of going in for her lowest amount, she started higher to be open to negotiations with the company. She also sent a note regarding her expertise that warranted why she asked for that salary. To her happy surprise, the company counter offered at Rs 31,000 per month—and she accepted.			
	<b>a.</b> Analyze and list the key points responsible for Nikita's success in this salary negotiation	<b>6</b>	<b>Level 4</b>	<b>CO4</b>
	<b>b.</b> If you were in place of Nikita, how would you evaluate your BATANA (Best Alternative To A Negotiated Agreement) and ZOPA (Zone Of Possible Agreement) in the above negotiations and explain what you would have done to improve your BATANA.	<b>6</b>	<b>Level 5</b>	<b>CO5</b>

<b>Q. 2</b>		Answer <b>Any one</b> from the following.			
	<b>a.</b>	Evaluate the difference in methodology to be used for Sales process of prospecting for selling residential flats for a builder and selling education loans for a bank.	<b>6</b>	<b>Level 5</b>	<b>CO5</b>
	<b>b.</b>	Evaluate the key challenges faced by a Sales person using the Customer focussed selling approach in comparison to the traditional selling approach.	<b>6</b>	<b>Level 5</b>	<b>CO5</b>
<b>Q. 3</b>		Answer <b>Any one</b> from the following.			
	<b>a.</b>	If Sales presentation is "telling a story", Sales demonstration is "showing and telling". In line with the above statements, analyse the importance and benefits of sales demonstrations with special reference to Vacuum cleaner for home.	<b>6</b>	<b>Level 4</b>	<b>CO4</b>
	<b>b.</b>	List the actions which you will take to enhance your negotiating power as a Salesperson of an important production process pneumatic pump for a price negotiation meeting with a Car manufacturing plant.	<b>6</b>	<b>Level 4</b>	<b>CO4</b>
<b>Q. 4</b>		Answer <b>Any two</b> from the following.			
	<b>a.</b>	As a Sales person, you are going to meet an important Customer for a sales presentation. Identify the actions you will take to demonstrate confidence through your body language during the meeting.	<b>6</b>	<b>Level 3</b>	<b>CO3</b>
	<b>b.</b>	Apply learnings on Emotional Intelligence and develop an action plan to deal with an emotionally upset Customer during a price negotiation meeting.	<b>6</b>	<b>Level 3</b>	<b>CO3</b>
	<b>c.</b>	Identify the difference between the impact of advertisement and personal selling on Customer's buying decisions while visiting the perfume and cosmetic counters at a mall.	<b>6</b>	<b>Level 3</b>	<b>CO3</b>
<b>Q. 5</b>		Answer <b>Any two</b> from the following.			
	<b>a.</b>	Explain different steps of the Negotiation process.	<b>6</b>	<b>Level 2</b>	<b>CO2</b>
	<b>b.</b>	What are the top four required skills to be a successful negotiator? Explain the importance of these skills in brief.	<b>6</b>	<b>Level 2</b>	<b>CO2</b>
	<b>c.</b>	Explain the importance of B2B (Business to Business) selling and compare the differences between B2B and B2C (Business to Consumer) selling.	<b>6</b>	<b>Level 2</b>	<b>CO2</b>
<b>Q. 6</b>		Answer <b>Any two</b> from the following.			
	<b>a.</b>	What are the advantages of Strategic Selling? Explain the advantages in brief.	<b>6</b>	<b>Level 1</b>	<b>CO1</b>
	<b>b.</b>	List the skills required to be a successful Sales person.	<b>6</b>	<b>Level 1</b>	<b>CO1</b>
	<b>c.</b>	What is Distributive negotiation and how you can improve the chances of winning in this type of negotiation?	<b>6</b>	<b>Level 1</b>	<b>CO1</b>