

**Subject : Elective - IV b) Creative Selling (Marketing)**

Day : Monday  
Date : 13/06/2016



Time : 02.00 PM TO 05.00 PM  
Max Marks : 80 Total Pages : 1

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**N.B.:**

- 1) Attempt **ANY THREE** questions from Section – I and attempt **ANY TWO** questions from Section – II.
  - 2) Answers to both the sections should be written in the **SAME** answer book.
  - 3) Figures to the right indicate **FULL** marks.
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**SECTION – I**

- Q.1** What is Sales Process? Explain the various important steps undertaken during sales process. (16)
- Q.2** What are the important plans undertaken before meeting the customers? What are methods of handling consumer objectives? (16)
- Q.3** Modern selling is under evolution stage. What skills are required for effective selling? (16)
- Q.4** What is Sales Force Automation? Explain the Direct Sales Mechanism practiced by leading consumer goods marketing companies. (16)
- Q.5** What are the qualities of successful salesman? Explain the various types of salesman. (16)

**SECTION - II**

- Q.6** You being the Sales Representative of leading pharmacy company in India. Prepare a sales presentation plan for Aurvedic Diabetes Tablets to be introduced in the market. (16)
- Q.7** As a Sales Force Trainer prepare a skit of sales man V/s customer keeping in mind common objections raised by customers and it's suitable probable solutions given by sales man. Imagine any situation of your choice. (16)
- Q.8** You are working as Sales Manager with a Travel and Tours Company. You are required to prepare package tour sales plan to capture the ensuing May – June 2015 vacation season. (16)

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