

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

Day : Saturday
Date : 17/12/2016



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

N.B.:

- 1) Attempt **ANY FOUR** 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** Discuss the essentials of successful creative selling. [12]
- Q.2** Discuss the importance, advantage and disadvantages of Direct Selling. [12]
- Q.3** Explain what you understand by the term e-selling and how IT has help develop e-selling. [12]
- Q.4** Describe in detail the use of sales force automation. [12]
- Q.5** Write short notes on **ANY TWO** of the following: [12]
- a) Vending Machine
 - b) Sales talk opening
 - c) Sales meetings
 - d) Handling customers complaints

SECTION – II

- Q.6** As a training manager of a retail company entrusted to train sales people, how will you classify various types of salesman? [16]
- Q.7** Draw up the do's and don'ts of an effective sales promotion. [16]
- Q.8** 'The growth of the IT sector has enabled one to bank 24 × 7'. Discuss how ATM's have made our life easy. [16]

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