

(L)  
P&3AER

SYSMART  
Selling & Neg. Skills  
17/3/17  
MARKS: 75

TIME: 2.5 HOURS

- i. All the questions are compulsory. Each question carries 15 marks.
- ii. Answer any two out of three for each Question.

1. ANSWER ANY TWO

- A. Define selling. Discuss about the process of effective selling.
- B. Discuss about the attributes or qualities of a good salesman.
- C. Discuss about seven stages in sales presentation.

2. ANSWER ANY TWO

- A. Explain about the techniques for better negotiation.
- B. Discuss about negotiating behaviour and negotiating styles.
- C. Distinguish between positive and integrative bargaining.

3. ANSWER ANY TWO

- A. What is collection letter? What are its objectives and what are the five stages of collection letter?
- B. What is claim letter? What are its objectives? Explain about its structure.
- C. Define complaint letter. How to draft replies to letters of complaint. Also discuss about its structure.

4. ANSWER ANY TWO

- A. Explain about the structure of a presentation.
- B. Discuss about the problems of a presentation.
- C. Write a sales letter for a shopping mall.

5. ANSWER ANY TWO

- A. Write a claim letter offering alternative solution.
- B. Write a letter claiming replacement of defective parts.
- C. Write sales letter for promoting designer jewellery.