

College of Applied Business (CAB)

Sent-up Examination, February 2015

BBA / Seventh Semester / MKM 205: Selling

Candidates are required to give their answers in their own words as far as practicable.

Section 'A'

Time: 20 minutes

Brief answer questions:

[10×1=10]

1. Define communication in selling.
2. What are the caution signals indicated by the salesperson in terms of five communication modes.
3. Give the examples of showmanship approach.
4. Elaborate the complementary transaction.
5. List the importance of knowledge of selling to the salesperson.
6. Differentiate between prospect, suspect and customer.
7. List the timing when the customer raises their objections.
8. What are the effective tools and techniques for the dramatization?
9. List the process of evaluating and qualifying the prospects
10. Define FAS and CIF that is important to the salesperson while quoting the price for the products.

Section 'B'

Time: 30 minutes

Short answer questions: (Any Two)

[2×5=10]

11. Explain need satisfaction sales presentation with advantages and disadvantages and state the examples with the conversation between buyer and seller.
12. Explain about the transactional analysis and its three ego state with examples and state which ego state is best for the effective closing a sale.
13. List the method of prospecting. Explain any four qualifications required for success in sales jobs.

OR

List the challenges faced by the salesperson in sales job. Explain the behavioural theories of selling.

Section 'C'

Time: 80 minutes

14. Comprehensive answer questions:

Read the following case carefully and answer the questions that follow:

Getting a new, improved, product into chain of stores that has never carried her lines of ladies' apparel is a new experience of Ms. Lajana Shakya has just been promoted to key account sales representative for McBath Feminine Apparel in past month.

She has worked for McBath since graduating from college three years earlier. As a novice salesperson in a large metropolitan market, she has inherited a sales territory where virtually all of major department stores in her area carried the popular McBath product line. By displaying a service attitude, Shakya kept all her original accounts, and even managed to help several of these outlets increase their sales of her McBath products, but she was never really given the opportunity to sell to new accounts.

Now, she has accepted the key accounts (a key account is one that generates the large volume of sales for the company) sales position in another region of the country. Further she has been given the responsibility of selling to a large chain of department stores (Sunrise store) that has never carried McBath products. Vice president of marketing at McBath, Sonam Regmi, is counting heavily on

adding the BlueMart chain because James McBath, the company's hard-driving president, is intent on continuing McBath's rapid sales growth.

Shakya firmly believes that her products are the best on the market. She is concerned, however, about the sales interview she has scheduled with the chief purchasing agent at BlueMart, Mary Aryal. Despite McBath's High-quality image and its reputation for having a dependable, and hard-working sales force, Mary Aryal has turned down other McBath salespeople several times over the past six years, saying, "We already stock four manufactures' bags and accessories. We are quite happy with the lines we now carry and with the service their salespeople provide us. Besides, we only have so much floor space to devote to bags (McBath's major item), and we don't want to confuse our customers with another line."

Shakya has decided to make her company's new display system her major selling points for several reasons:

- Several high-ranking McBath executive (including vice president of marketing Regmi) are strong backers of the new display and want it in all retail outlets
- The stores currently using the display for test marketing purposes have shown an increase in sales for McBath products of 50 percent.
- Blue Mart will not have to set aside very much space for the new system, and it can be installed, stocked, and ready for use in less than one hour.
- The display will increase shopping convenience by allowing shoppers easy access to the well-known, trusted line of McBath products with the aid of clear, soft materials and easy-to-feel and understand the materials and new style.
- A new advertising campaign will start in few weeks and will emphasize the revolutionary display. Other promotions, such as coupons and special introductory sales, will also be tried.

Questions:

[4×5=20]

- a) Shakya believes a good presentation will be critical for her to sell Ms. Regmi the new display. How should she structure her presentation? What are key selling points she should discuss?
- b) Assume you are Sonam Regmi (vice president of marketing for McBath). Give an example of each of the four major types of discounts discussed in the chapter that you could have your salespeople use to help them get the new display into retail stores. What type of discount do you think will be the most effective? The least effective? Explain your reasoning.
- c) How can Shakya use quantity cash, trade, and consumer discounts to her advantage?
- d) In your opinion, besides pricing terms, credit polices knowledge, what are the other factors need to be considered while dealing with the prospects. Explain them briefly.