

## **CONCURRENT EVALUATION**

### **I SEMISTER: SELLING AND NEGOTIATION SKILLS LAB (115)**

**Faculty Name: Prof. Nadeem Kazi**

#### **Important Instructions:**

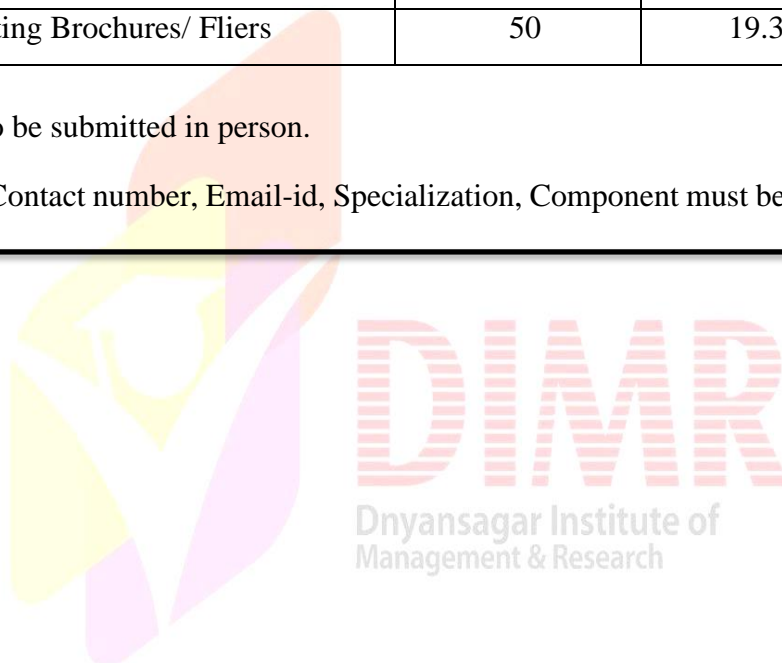
**2 Credits**

1. Subject is evaluated on the basis of **Two Components**.

<b>Sr. No</b>	<b>Components</b>	<b>Marks</b>	<b>Last Date of Submission</b>
1	Written Home Assignment	50	15.3.2022
2	Creating Brochures/ Fliers	50	19.3.2022

2. Assignments to be submitted in person.

3. Student Name, Contact number, Email-id, Specialization, Component must be clearly mentioned.
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## Component I: Written Home Assignment

Sr. No	Components	Marks	Last Date of Submission
1	Written Home Assignment	50	15.3.2022

### Instructions:

1. All questions are compulsory and carry equal marks
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**Q1:** Take any product of your choice, write its Sales Strategy in brief considering: Target Audience, Market Share of the product, Competitors, Unique Selling Point of product. **(10 Marks)**

**Q 2:** Think of good sales persons you have come across. What were their good qualities and how those qualities helped them make a sell? **(10 Marks)**

**Q 3:** Which principles of relationship are mentioned in Dale Carnegie's well-known book '*How to win friends and influence people*'? How can you use these to improve your relations with other people?

**(10 Marks)**

**Q 4:** Write in brief about Selling Techniques like Cross Selling, Up Selling, Value Added Selling, Exceeding Customer Expectations and Recognition? **(10 Marks)**

**Q. 5:** What factors will you consider while making a sales proposal of a product or service?

**(10 Marks)**

## Component II Creating Brochures/ Fliers

Sr. No	Components	Marks	Last Date of Submission
2	Creating Brochures/ Fliers	50	19.3.2022

### Instructions:

1. Fliers or Brochures in this component can be Computer Designed or Handwritten.
  2. Students need to submit Hard Copy of the Brochure or Flier.
  3. All questions are compulsory and carry equal marks
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**Q 1:** Design a product advertisement **flier** for Online or Offline Promotions for a product of your choice. **(25 Marks)**

**Note:** (Flier should be designed on **A3 Size Paper**)

**Q 2:** Prepare a **Brochure** (minimum 2 pages) for a product/ product range or Service of your choice. **(25 Marks)**

**Note:** (Brochure should be designed on **A4 Size Paper**)

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