



COMPREHENSIVE & CONCURRENT EVALUATION

SEM I

115 – SELLING & NEGOTIATION SKILLS LAB

Faculty Name: Dr. Govind Nandkumar

Important Instructions:

The subject is evaluated on the basis of two components.

Component No.	Component	Marks	Submission Date
1	Sales Pitch for a Brand	25	Already circulated
2	Home Assignment	25	30 th Nov 2023.

1. The assignment should be handwritten and submitted in person.
2. Student Name, Contact number, Email-id, Component must be clearly mentioned.
3. The assignment should be submitted as per the stipulated date.

COMPONENT 2: Home Assignment

- a. Attempt all questions
- b. Describe from practical perspective.
- c. Give examples
- d. Each question carries equal marks

Questions:

1. Elaborate on Types of selling with examples
2. Discuss the place of selling in the marketing mix.
3. How does the role of selling tend to differ between
A) Industrial products and B) Consumer products. Give examples



4. What is the difference between a prospect, suspect and sales lead? How the probable prospects are qualified?
5. What considerations should be taken into account when deciding on the amount of prospecting a sales person should do?
6. Discuss the ways in which a sales person can attempt to identify the buyer needs?
7. Discuss the contribution of preparation to the selling process?
8. Explain the importance of demonstration in selling process?
9. Discuss the types of closing the sale. Why it is critical in the entire sales process?
10. Describe the methods used for handling and overcoming objections?



CONTINUOUS & CONCURRENT EVALUATION

SEM I

115 – SELLING & NEGOTIATION SKILLS LAB

Faculty Name: Dr. Govind Nandkumar

Important Instructions:

The subject is evaluated on the basis of 2 components.

Component No.	Component	Marks	Submission Date
1	Sales Pitch for a Brand	25	8 th Nov 2023
2	Home Assignment/Presentation	25	-

1. Assignments to be submitted in person.
2. Student Name, Contact number, Email-id, Component must be clearly mentioned.
3. The assignment should be submitted as per the stipulated date.

COMPONENT 1:

1. Write a sales pitch for the brand selected from the **allocated Industry**. Refer **Annexure A** for the same. Students from the same sub- group should avoid the same brand. The sales pitch should include all the features, advantages and benefits of the brand from the perspective of a potential customer in a tabular form. (10 marks)
2. Compare the brand with at least three competing brands reflecting the comparison on various features of the competing brands with your remarks. (10)
3. Write minimum one page script for the brand in the form of a “**Sales Talk**” as if you are addressing to a potential customer. (5)

Dr. Govind Nandkumar



ANEXTURE A

Dnyansagar Institute of Management & Research, Pune		
MBA -I Div. A Batch 2023-25		
Roll No.	Name of Student	
1	Aaglave Rani	Select a Brand in Ceiling Fan Industry
2	Ajay Umate	Select a Brand in Ceiling Fan Industry
3	Bansode Deepak	Select a Brand in Ceiling Fan Industry
4	Bhalerao Ganesh	Select a Brand in Ceiling Fan Industry
5	Bhuse Priyanka	Select a Brand in Ceiling Fan Industry
6	Bidwe Ashish	Select a Brand in Refrigerator Industry
7	Borate Omkar	Select a Brand in Refrigerator Industry
8	Byas Prathmesh	Select a Brand in Refrigerator Industry
9	Chaudhari Lokesh	Select a Brand in Refrigerator Industry
10	Chavan Suraj	Select a Brand in Refrigerator Industry
11	Chinchole Dilip	Select a Brand in Colour Television Industry
12	Choure Santosh	Select a Brand in Colour Television Industry
13	Deoche Ashish	Select a Brand in Colour Television Industry
14	Gandhale Suraj	Select a Brand in Colour Television Industry
15	Gondane Suraj	Select a Brand in Colour Television Industry
16	Gund Dipali	Select a Brand in Washing Machine Industry
17	Kachare Prathmesh	Select a Brand in Washing Machine Industry
18	Kadam Dipak	Select a Brand in Washing Machine Industry
19	Kale Avinash	Select a Brand in Washing Machine Industry
20	Kolhe Natasha	Select a Brand in Washing Machine Industry
21	Lalitkumar Murkute	Select a Brand in Two wheeler Industry
22	Lukkad Radhika	Select a Brand in Two wheeler Industry
23	Mali Vishwadip	Select a Brand in Two wheeler Industry
24	Mhetre Radhika	Select a Brand in Two wheeler Industry
25	Munir Jamadar	Select a Brand in Two wheeler Industry
26	Naiknaware Pradip	Select a Brand in Laptop Industry
27	Nandgud Akshat	Select a Brand in Laptop Industry
28	Nimbalkar Rohan	Select a Brand in Laptop Industry



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29	Patil Akshata	Select a Brand in Laptop Industry
30	Paul Mohini	Select a Brand in Laptop Industry
31	Pawar Shubham	Select a Brand in AC (Air conditioner) Industry
32	Puttawar Apurva	Select a Brand in AC (Air conditioner) Industry
33	Rajput Sudarshan	Select a Brand in AC (Air conditioner) Industry
34	Raut Ishwar	Select a Brand in AC (Air conditioner) Industry
35	Sapkale Nikita	Select a Brand in AC (Air conditioner) Industry
36	Sawase Bhagwat	Select a Brand in Car Industry
37	Sayyad Sana	Select a Brand in Car Industry
38	Shrivastva Harshit	Select a Brand in Car Industry
39	Ugade Abhishek	Select a Brand in Car Industry
40	Ughade Sushma	Select a Brand in Car Industry
41	Umale Shubham	Select a Brand in Mixer- Grinder Industry
42	Zende Shivaji	Select a Brand in Mixer- Grinder Industry