

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	6 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

C DIVISION		
MBA First Year Semester I 2023-24		
Sr No	Name	
1	ADINATH BABAN KANAWADE	Select a Brand in Water Cooler Industry
2	AKOTKAR SAURABH DURGADAS	Select a Brand in Water Cooler Industry
3	ANKITA ANIL KAMBLE	Select a Brand in Water Cooler Industry
4	ANMOL VIPIN DANG	Select a Brand in Water Cooler Industry
5	ANPAT VYANKATESH BHIMRAO	Select a Brand in Water Cooler Industry
6	ARCHANA BIPIN RAMTEKE	Select a Brand in Water Cooler Industry
7	BALWADKAR YASH SAMBHAJI	Select a Brand in Water Cooler Industry
8	BELE YAMINI SURESH	Select a Brand in Water Cooler Industry
9	BHADKUMBE NISHA DAYANAND	Select a Brand in Water Cooler Industry
10	BODHANKAR CHINMAY SACHIN	Select a Brand in Water Cooler Industry
11	CHAUDHARI GANESH RAMESHWAR	Select a Brand in Colour Television
12	CHAVAN NIKHIL GAJANAN	Select a Brand in Colour Television
13	CHAVHAN NARESH SOPAN	Select a Brand in Colour Television
14	DABHADE PANKAJ BHAGWAN	Select a Brand in Colour Television
15	DAHATONDE NIRAJ SUKHADEV	Select a Brand in Colour Television
16	DAHIFALE DNYANESHWAR AMBADAS	Select a Brand in Colour Television
17	DEORE KUNAL LAXMAN	Select a Brand in Colour Television
18	DESALE AAKANKSHA KAILAS	Select a Brand in Colour Television
19	DHORE TANVI GANESH	Select a Brand in Colour Television
20	DIMBAR ADITYA SUDAM	Select a Brand in Colour Television
21	DINESH BALASAHEB BHOSALE	Select a Brand in Colour Television
22	DURGE DHANASHRI PRABHUDAS	Select a Brand in Colour Television
23	GANESH ASHOK SONAR	Select a Brand in Premium Car Industry
24	GANGAWANE AKSHAY SHRIDHAR	Select a Brand in Premium Car Industry
25	GAWANDE NISHA TEJRAO	Select a Brand in Premium Car Industry
26	GHADI RUTVIK DEEPAK	Select a Brand in Premium Car Industry
27	GHATE KOMAL DNYANOBA	Select a Brand in Premium Car Industry
28	GHATMALE SARTHAK SANDESH	Select a Brand in Premium Car Industry
29	GUND AKASH ASHUTOSH	Select a Brand in Premium Car Industry
30	HARSHADA SHIVAJI INGAWALE	Select a Brand in Scooter Industry
31	HITESH ABHAY PATIL	Select a Brand in Scooter Industry
32	JADHAV PRATIKSHA PRAKASH	Select a Brand in Scooter Industry
33	JADHAV SAKSHI RAJARAM	Select a Brand in Scooter Industry
34	JANGLE SAHIL SHAHAJI	Select a Brand in Scooter Industry
35	JOGDAND VISHAL BALASAHEB	Select a Brand in Scooter Industry
36	KADRI RABIYA A JALIL	Select a Band in Motorcycle Industry
37	KAMBLE AJINKYA CHANDRAKANT	Select a Band in Motorcycle Industry



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38	KAMBLE SAMBODHI AMOL	Select a Band in Motorcycle Industry
39	KARNAVAY YASH SUNIL	Select a Band in Motorcycle Industry
40	KEDARE VEDASHRI SAHEBRAO	Select a Band in Motorcycle Industry
41	KHAKHARU GURJEETSINGH MOHINDERSINGH	Select a Band in Motorcycle Industry
42	KIRAN SADASHIV KHAJEKAR	Select a Brand in Three wheeler Industry
43	KM MONI JAISWAL	Select a Brand in Three wheeler Industry
44	KUNDAN KIRAN SONWANE	Select a Brand in Three wheeler Industry
45	LAWTE VINAYAK SANJAY	Select a Brand in Three wheeler Industry
46	MAHIND MANTHAN CHANDRAKANT	Select a Brand in Three wheeler Industry
47	MANE TANUJA TUSHAR	Select a Brand in Three wheeler Industry
48	MANUDHANE MANSI MANOJ	Select a Brand in Office / Home printer Industry
49	MASULE GAYATRI MANOJ	Select a Brand in Office / Home printer Industry
50	MISAL DNYANESHWAR PANDURANG	Select a Brand in Office / Home printer Industry
51	MUKUL CHANDRASHEKHAR SONAR	Select a Brand in Office / Home printer Industry
52	MULEY MRUNAL VIJAY	Select a Brand in Office / Home printer Industry
53	NIKHIL SANJAY CHAUDHARI	Select a Brand in Office / Home printer Industry
54	OVHAL ROHAN RAMESH	Select a Brand in Mixer Grinder Industry
55	PALVE RUTUJA VASANT	Select a Brand in Mixer Grinder Industry
56	PANDEY ABHISHEK VINODKUMAR	Select a Brand in Mixer Grinder Industry
57	PASNURWAR KAILAS BALAJI	Select a Brand in Mixer Grinder Industry
58	PEERZADE YAHYA AFZAL	Select a Brand in Mixer Grinder Industry
59	PRASAD RAVINDRA NIMKAR	Select a Brand in Mixer Grinder Industry
60	PRATHMESH YUVRAJ UMAP	Select a Brand in Small Car Industry
61	PRIYANKA VENKATESH	Select a Brand in Small Car Industry
62	RAJPUT PRIYA AMARSINGH	Select a Brand in Small Car Industry
63	RUPESH SHESHERAO KASBE	Select a Brand in Small Car Industry
64	RUTIK DNYANESHWAR WANKHADE	Select a Brand in Small Car Industry
65	RUTIKET HANMANTRAO NIKAM	Select a Brand in Small Car Industry
66	SAKSHI SHASHIKANT KAMBLE	Select a Brand in Small Car Industry
67	SANKPAL BHARAT MANGESH	Select a Brand in Small Car Industry
68	SANTOSH BHIMRAO KHUNTE	Select a Brand in Small Car Industry
69	SHAHARE ANIKET VINODKUMAR	Select a Brand in Small Car Industry
70	SHEIKH AFRIN YUNUS SHEIKH	Select a Brand in Washing Machine
71	SHETE PRACHI PRAVIN	Select a Brand in Washing Machine
72	SHINGARE SAMART SAMBHOO	Select a Brand in Washing Machine
73	SHUBHAM DATTATRAY KUDALE	Select a Brand in Washing Machine
74	SHYAMAL BALAJI SURYAWANSHI	Select a Brand in Washing Machine
75	SIDDHIKA RAJU BHAGWAT	Select a Brand in Washing Machine
76	SIMRAN JAISWANI	Select a Brand in Washing Machine
77	SONAWANE RUPESH PUNJARAM	Select a Brand in Washing Machine
78	SUMIT KHANDERAO SANAP	Select a Brand in Washing Machine
79	THORAT SANJIVANI DNYANESHWAR	Select a Brand in Refrigerator Industry
80	UBHAYKAR MOHIT NITIN	Select a Brand in Refrigerator Industry
81	VAIBHAV DILIP CHINCHOLE	Select a Brand in Refrigerator Industry



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82	WADHAVE RAMRAV KALYANRAV	Select a Brand in Refrigerator Industry
83	WADKAR AKSHAY ASHOK	Select a Brand in Refrigerator Industry
84	WAGHMARE DIVYA RAMESH	Select a Brand in Refrigerator Industry
85	WAGHMARE SHAKUNTALA SHIVAJIRAO	Select a Brand in Refrigerator Industry

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?