

International Islamic university Chittagong

Department of Business Administration

Program: BBA, Semester: Spring-2020

Final Examination

Course Title: Sales promotion and Salesmanship

Course Code: MKTG-4808

Time: 5Hours

Full Marks: 30

(Answer all of the following questions.)

1. a. What are the various steps of outlined presentation? Mention with real life example. 3
- b. Discuss the four basic steps of delivering the presentation. 3
- c. Discuss the visual aids and techniques for dramatizing the presentation. 4
2. a. “Good salespeople use multiple-sense appeals”-Justify the statement. 2
- b. “A common mistake made by sales representatives is to assume that a customer’s question is an objection.” Are you agreeing with this statement? Justify your answer. 2
- c. After the sales presentation the prospect says, “I guess your product is alright; but-well, I don’t think I need one just now. Thanks a lot.” How would you handle this objection? 2
- d. Briefly discuss the effective methods and techniques for handling objections. 4
3. a. The most successful salespeople are those who close sales long after they’ve heard first, second, even the third “no.” Comment on this statement. 2
- b. Discuss the effective methods and techniques for closing the sales. 4
- c. What are the ways to improve relations with customer? Discuss the methods for establishing goodwill. 4

