

# International Islamic university Chittagong

## Department of Business Administration

Program: BBA, Semester: Spring-2022

### Final Examination

Course Title: Sales promotion and Salesmanship

Course Code: MKTG-4808

Time: 2Hours and 30 minutes

Full Marks: 50

*(Answer any five of the following questions.)*

1. a. "Attract attention, maintain interest, create desire and get action" is the slogan of mental states approach. Explain 2
- b. What are the various steps of outlined presentation? Mention with real life example. 4
- c. Analyze the basic steps of program presentation. 4
2. a. "Good salespeople use multiple-sense appeals"-Justify the statement. 2
- b. Describe the power of effective dramatization. 4
- c. Evaluate the visual aids and techniques for dramatizing the presentation. 4
3. a. "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. 2.5
- b. 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? 2.5
- c. Analyze the effective methods and techniques for handling objections. 5
4. 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. Describe the effective methods and techniques for closing the sales. 4
- c. Analyze the methods for establishing goodwill. 4
5. a. "Everything else being equal, buyers prefer to buy from the companies they like best" why? 2
- b. What are the advantages and disadvantages of standard memorized presentation? 4
- c. Discuss the sound principles and techniques of dramatization. 4
6. a. Should a salesperson handle all complaints so that the customers are completely satisfied? Explain. 2
- b. Explain the reasons for raising objections. 4
- c. Analyze the ways to improve relations with customer. 4
7. Write short notes on followings : 2.5\*4=10
  - a) Advantages of making appointment.
  - b) "Good salespeople are good actors and actresses"-Explain the statement
  - c) Techniques for handling closing routines
  - d) What Causes difficulties in closing sales?