



# INDIAN SCHOOL AL WADI AL KABIR

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| <b>Class: IX</b>                    | <b>Department: Commerce</b>                    |
| <b>Subject: Marketing and Sales</b> | <b>Part II– Subject Specific skills</b>        |
| <b>Cases/DTqs</b>                   | <b>Chapter 5: Soft skills in Selling-WS II</b> |

| Q.No. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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|       | <b>DTQs (2M and 4M)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 1     | Why is it important for sales person to follow business ethics? Explain.                                                                                                                                                                                                                                                                                                                                                                                                            |
| 2     | A salesperson in order to finalize or settle a deal must have effective negotiation skills. Discuss any four negotiation skills required by the salesman.                                                                                                                                                                                                                                                                                                                           |
| 3     | Describe hard and soft skills.                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 4     | List any two objectives of effective communication                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 5     | How is persuasion an essential element of effective negotiation.” Explain                                                                                                                                                                                                                                                                                                                                                                                                           |
| 6     | Reena a sales person believes that in order to settle a deal or reach an agreement that is acceptable to both the parties she must have effective negotiation skills. Discuss few negotiation skills she must possess in order to be successful in a deal                                                                                                                                                                                                                           |
| 7     | “To be good at hard skills one should have high IQ whereas to be good at soft skills, good emotional intelligence EQ is required”. Explain                                                                                                                                                                                                                                                                                                                                          |
| 8     | List any two negotiation skills required by the sales person.                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 9     | State the meaning of hard skills and soft skills. One give, example of each.                                                                                                                                                                                                                                                                                                                                                                                                        |
| 10    | Which skill includes negotiation and persuasion skills and help the salesperson and customer to reach mutually satisfactory agreement? Give any one example of how a salesperson may use such skills to ensure deal with customers.                                                                                                                                                                                                                                                 |
| 11    | Enumerate any four aspects related to personnel grooming that should be kept in mind by sales persons while dealing with customers.                                                                                                                                                                                                                                                                                                                                                 |
| 12    | Amit is a very hard working and effective sales person. He possesses amazing negotiation skills. Before entering a bargaining meeting, he always prepares for the meeting and collects information regarding buyers’ objectives, attitudes, personality, financial position, expectations, likes and dislikes etc. While the discussion is in progress, he tries to get views and ideas of opponents. What further steps should he follow to ensure effective negotiation? Explain. |
| 13    | Discuss any four negotiation skills required by salesmen in order to ensure success in their career.                                                                                                                                                                                                                                                                                                                                                                                |
| 14    | A process used for resolving conflict between two or more parties or group to come up with an agreement that is acceptable for both to avoid conflicts between the parties. Identify the process discussed in the above lines and enlist a few skills required by the salesman so that an acceptable agreement can be made by the both parties.                                                                                                                                     |
| 14    | “Communication is to listen more than talk” Do you agree? Answer in two lines.                                                                                                                                                                                                                                                                                                                                                                                                      |
| 15    | Discuss the role of an impressive social behavior in marketing and sales for a salesman                                                                                                                                                                                                                                                                                                                                                                                             |
| 16    | Discuss any 3 elements required in a typical communication.                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 17    | Explain any 5 types of communication strategies and techniques                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 18    | Describe the meaning of emotional quotient                                                                                                                                                                                                                                                                                                                                                                                                                                          |