



INDIAN SCHOOL AL WADI AL KABIR

Class: IX	Department: Commerce
Subject: Marketing and Sales	Part II– Subject Specific skills
Cases/DTQs	Chapter 4: Careers in selling-WS II

Q.No.	
	DTQs (2M and 4M)
1	What do you mean by Grievance handling?
2	What is the significance of web marketing?
3	Aman, a salesman in a reputed firm thinks that his job does not ends with cracking a deal or sale rather beyond that. Do you agree with the view point of Aman? If yes, then what ways he can adopt to keep customers happy after sales?
4	How does a sales person act as an image builder for a company?
5	Discuss the role of salesman in relationship building
5	“A sales training programme”. Teaches a salesman how to sell company’s products and it must be imparted to a salesperson before sending him in the field. What skills does a salesperson acquire from the training? Explain
6	State any two responsibilities of sales personnel? (OR) Discuss various responsibilities of a salesperson.
7	Discuss various job related difficulties faced by a salesman.
7	X is sales personnel in Y ltd. What should Y ltd. expect from X
8	Explain what sort a company information that should be possessed by salesman in order to be able to discuss confidently with his present and prospective buyers.
9	Why the training is required for sale force in marketing
10	State any two after-sale services are considered to be an essential part of sales strategy.
11	Covid pandemic led to adoption of ‘work from home’ culture. This further led to increase in demand for electronic gadgets such as laptops, mobile phones, chargers, head phones etc. A company XYZ dealing in such electronic gadgets was able to foresee such huge demand and produced new laptops with powerful display, impressive computing power, clear color experience and other amazing features. The company has a policy to provide help for installation, maintenance and operation of products. Example – configuring windows, ensuring smooth net connectivity. It also keeps regular contact with its customers but it does not have any grievance handling mechanism. Discuss various kind of after-sale services techniques that sales personnel of XYZ must use in order to keep their customers satisfied by effective grievance handling.
12	Collection of dues is the most difficult job in sales', Do you agree the statement?
13	After sales services are helpful in creating customer satisfaction and customer loyalty. Explain how?