

**MASTER OF VOCATION**  
**Entrepreneurship**  
**Subject: Entrepreneurial Selling**  
**Subject Code: MED803**  
**Semester: First**  
**January 2021**  
**Theory (External): 70 Marks**  
**Time: 03 Hours**

---

**Instructions to the Students**

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

<b>Roll Number</b>									

**SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)**  
**(10x2=20 Marks)**

- A. Explain the main qualities required for a good entrepreneur?
- B. Define Professional Selling with example?
- C. What do you mean by Sales Metrics?
- D. Write short note on Cold Calling?
- E. What do you mean by Prospective customers?
- F. What is a sales strategy? Also explain the types of sales strategies?
- G. Define Ventures? Explain with examples.
- H. What is the difference between Partnership and Direct Selling?
- I. Explain the importance of aftercare and developing the relationship.
- J. What are the factors involved in the process of sensing entrepreneurial opportunity?



**SECTION -B (ESSAY TYPE QUESTIONS)**  
**(5x10=50 Marks)**

1. Evaluate the different options available for an entrepreneur to raise funds from the primary markets?
2. What do you mean by customer profiling and its importance in selection of target market?
3. What is the AIDAS theory of selling? Explain by taking the example of any sales situation of your choice.
4. Define Behaviour of high performing sellers and also explain selling process?
5. How an entrepreneur determines the customer profile? Explain the determination process with suitable examples?
6. What procedures are adopted in developing a good relationship with customers. Explain it in the reference of after care and good follow up?
7. Write short notes on:
  - (a) Value Proposition
  - (b) AIDAS theory of selling
8. 'A recent survey conducted jointly by FICCI and Indian Angel Network revealed that 70 percent of startups across the country have been impacted by COVID-19 while as many as 12 per cent have had to halt operations altogether. These are difficult times that no one was prepared to deal with. The prolonged lockdown had a massive impact on the startup ecosystem. Given that they rely largely on a constant

flow of capital and investments, which due to the pandemic came to a complete standstill. With the ongoing crisis, to keep startups afloat has become quite a challenge. However, this challenge can be eliminated if entrepreneurs adapt to the current times, adopt new strategies, and are open to experiments and pivot their business plans. That's because the pandemic has not only affected our present but also our future.'

Keeping in mind this article, state any two things which should be written by startup companies in their manpower planning component of business plan?

**\*\*\*\*\*END OF PAPER\*\*\*\*\***