

EXAMINATION AND EVALUATION DIVISION
DEPARTMENT OF POLYTECHNIC EDUCATION
(MINISTRY OF HIGHER EDUCATION)

COMMERCE DEPARTMENT

FINAL EXAMINATION

DECEMBER 2011 SESSION

**P3703: PRINCIPLES AND PRACTICES OF SALES
MANAGEMENT**

DATE: 24 APRIL 2012 (TUESDAY)
DURATION: 2 HOURS (11.15 AM – 1.15 PM)

This paper consists of **FOUR (4)** pages including the front page.

Essay (6 questions – answer **4 ONLY**)

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BY THE CHIEF INVIGILATOR

STRUCTURED/ ESSAY (100 marks)

Instruction: This paper consists of **SIX (6)** essay questions. Answer **FOUR (4)** questions.

QUESTION 1

- (a) Define personal selling.
(5 marks)
- (b) Discuss **FIVE (5)** environment factors that the sales manager needs to monitor in sales management.
(20 marks)

QUESTION 2

- (a) Selling is about communication, where verbal and non-verbal communication is transmitted between seller and buyer.
- i. Sketch the Communication Model in selling.
(5 marks)
- ii. Define each of the elements involved in the Communication Model (i).
(12 marks)
- (b) Explain how the following reasons affect communication between a salesperson and his/her prospective buyers that will cause the loss of sales, and ways to overcome them.
- i. Poor listening
(4 marks)
- ii. Selling pressure
(4 marks)

QUESTION 3

- (a) Sales presentation is the most important task in selling. A salesperson must plan a powerful presentation to ensure that he or she can maximize the time to arouse the interest of the prospective buyers.

State **FIVE (5)** characteristics of a good presentation.

(5 marks)

- (b) Closing is the stage where a prospect agrees to buy or disagrees to buy a product or service offered by a salesperson.

Explain **FIVE (5)** ways of closing that can be used by a salesperson.

(20 marks)

QUESTION 4

- (a) Give and explain **FOUR (4)** benefits of sales training in the sales force management.

(12 marks)

- (b) Recommend **THREE (3)** methods of group training which are suitable for existing and new sales force.

(13 marks)

QUESTION 5

- (a) Explain **THREE (3)** types of sales jobs based on functions of the salesperson.
(9 marks)
- (b) A company has **THREE (3)** basic methods of paying a salesperson. Discuss the methods with suitable examples.
(12 marks)
- (a) State **FOUR (4)** factors involved in selecting a compensation plan.
(4 marks)

QUESTION 6

- (a) Define E-Commerce.
(5 marks)
- (b) Discuss **THREE (3)** advantages and **THREE (3)** disadvantages of E-Commerce.
(12 marks)
- (c) Elaborate the challenges of globalization in sales management.
(8 marks)