

SECTION A

OBJECTIVES (25 marks)

INSTRUCTIONS:

This section consists of TWENTY FIVE (25) objective questions. Write your answer's in the answer booklet.

1. Sales is _____. [CLO1:C1]
 - A. the activity or business of selling products or services.
 - B. the activity of transferring the money to products and services.
 - C. the activity of people handling business about products and services.
 - D. the activity or business of making products or services.

2. A sales manager has a wide range of duties EXCEPT [CLO1:C2]
 - A. developing effective sales programmes.
 - B. establishing effective plans for an organisation.
 - C. managing sales force.
 - D. reassuring customer choices.

3. Listed below are the external environmental factors that could impact success in selling EXCEPT [CLO 1:C1]
 - A. Economy environment.
 - B. Legal and political environment.
 - C. Technological Environment.
 - D. Financial Resources.

4. The first step in the selling process is _____. [CLO 1:C1]
 - A. Demonstration.
 - B. Prospecting.
 - C. Pre approach.
 - D. Presentation.

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

COMMERCE DEPARTMENT

FINAL EXAMINATION
JUNE 2012 SESSION

PM301 : SALES MANAGEMENT

DATE : 22 NOVEMBER 2012 (THURSDAY)
DURATION : 2 HOURS (2.30 PM- 4.30 PM)

This paper consists of NINE (9) pages including the front page.
Section A: Objective (25 questions – answer all)
Section B: Essay (3 questions – answer all)

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THE CHIEF INVIGILATOR

(The CLO stated is for reference only)

8. A salesperson's compensation plan is typically made of several elements- a fixed amount, _____, expenses and fringe benefits. [CLO 1:C1]
- recognition.
 - bonuses.
 - retirement.
 - nonmonetary rewards.
9. The actual meeting of buyer and seller takes place during four middle stages which are [CLO2:C2]
- Prospecting, the approach, the presentation and closing bonuses.
 - The approach, the presentation, handling objection and closing.
 - The presentation, handling objection, closing and follow-up.
 - Prospecting, handling objection, closing and follow-up.
10. The prospecting process are as follows [CLO2:C2]
- Obtaining names of potential users.
 - Qualifying potential users.
 - Making priority list.
 - Contacting the prospect.
- i and ii
 - i, ii and iii
 - i, ii, iii and iv
 - ii and iii

5. i) Establishing short and long term sales goals for the company.
ii) Reviewing and approving sales policies, sales strategies and pricing policies for all products to ensure that short term operations are in accordance with long term profitability.

The above statements refer to _____ [CLO 1:C2]

- Establishing effective plan of organization.
 - Building and maintaining effective working relationship.
 - Exercising control.
 - Developing effective sales programme.
6. The external environmental factor that impacts success in selling is _____. [CLO:C1]
- financial resources.
 - natural environment.
 - firm's goals, objectives and culture.
 - service capabilities.
7. A company may obtain its candidates of salespeople from several sources **EXCEPT:**[CLO1:C3]
- Competitors.
 - Law Firm.
 - Company file.
 - Walk in interview.

14. Technologies such as CDs, DVDs, handheld computers, interactive white boards, and laptop computers enable salespeople to enhance the _____ stage of the selling process. [CLO2:C1]
- prospecting and qualifying
 - pre approach
 - presentation and demonstration
 - closing
15. Salespeople should be trained to recognize _____ signals from the buyer, which can include physical actions such as leaning forward and nodding or asking questions about prices and credit terms. [CLO2:C4]
- qualifying
 - approach
 - objection
 - closing
16. Participation will motivate prospect in sales presentation through various techniques listed below **EXCEPT:** [CLO2:C3]
- Visual.
 - Testimonial.
 - Demonstration.
 - Product use.
17. An ideal presentation should have characteristics as below, **EXCEPT:** [CLO2:C3]
- Concise.
 - Clear.
 - Congruent.
 - Consecutive.

11. Darlene is a member of the sales force at Ruby Fashions, a clothing manufacturer. Darlene is preparing for a first meeting with a wholesaler who is a potential customer, and she is preparing herself by learning as much as she could about the wholesaler's organization. Darlene is in the _____ step of the personal selling process. [CLO 2:C3]
- qualifying.
 - prospecting.
 - preapproach.
 - handling objections.
12. Hanif is a Sales Executive of Dream Motor Sdn Bhd in Selangor. He is asked to look for buyer(s) at Seremban area. Hanif is requested to do _____. [CLO 2:C2]
- prospecting.
 - personal selling.
 - follow up.
 - close deal.
13. A salesperson in the prospecting stage most likely identifies potential customers through all of the following methods **EXCEPT:** [CLO2:C2]
- Referrals from competing salespeople.
 - Referrals from current customers.
 - Referrals from dealers.
 - Referrals from suppliers.

22. Direct reimbursement plan _____ [CLO3:C1]
- limits the total amount of expense reimbursement
 - involves direct and unlimited reimbursement of all allowable and reasonable expenses
 - requires salespeople to cover all of their expenses
 - usually involves paying salespeople a relatively higher total financial compensation to help cover necessary expenses
23. As a sales representative for Proton, Linda plans her activities for the next week; she establishes a fixed day and time to visit each customer's place of business. She is engaged in the process of _____. [CLO3:C4]
- routing.
 - customer allocation.
 - accounts mapping.
 - scheduling.
24. A salesperson keeps customer information in the _____. [CLO3:C1]
- call reports.
 - expense records.
 - customer and prospect card files.
 - sales records.
25. The fastest-growing sales force technology tool is _____. [CLO3:C1]
- the PDA (personal data assistant).
 - the cell phone.
 - the laptop computer.
 - the Internet.

18. Recruitment source such as _____ is a good source in recruiting low level low level of sales position and not suitable for top level candidates. [CLO3:C3]
- school and colleges
 - competitors
 - employment agencies
 - advertisement
19. Rearrange the selecting process given below: [CLO3:C4]
- Formal application form
 - Test
 - Selection interviews by line executives
 - Preliminary screening interview
 - References check
- i,iv,ii,v and iii
 - v,iii,i,ii and iv
 - iv,i,v,ii and iii
 - ii,iii,iv,v and i
20. *"Their comments can provide valuable feedback on effective and ineffective techniques. The participants can see and hear their actual performances repeatedly and identify weak points for corrective actions."*
- These sentences refer to: [CLO3:C4]
- Demonstration.
 - Role play.
 - Discussion.
 - Lecture.
21. Salespeople spend their time in various ways. On an average, which of the following accounts for the use of a salesperson's time? [CLO3:C2]
- Administrative tasks.
 - Service calls.
 - Waiting and traveling.
 - Face-to-face selling.

SECTION B**ESSAY (75 marks)****INSTRUCTION:**

This section consists of **THREE (3)** essay questions. Answer **ALL** questions.

QUESTION 1

- a) Define sales management.[CLO1:C1] (2marks)
- b) Briefly explain any **FOUR (4)** roles of sales people.[CLO1:C2] (8marks)
- c) The sales manager should pay attention to environmental factors that could impact the success in selling activities. Explain **FIVE (5)** of the external factors that give impact to the business either positively or negatively. Your answer should be supported with suitable examples. [CLO1:C2] (15marks)

QUESTION 2

- a) List all steps of the selling process.[CLO1:C1] (6 marks)
- b) Briefly explain **FIVE (5)** methods in prospecting customers. [CLO2:C2] (10 marks)
- c) Explain **THREE (3)** closing techniques that a seller can use to close the sale. Your answer should be supported with suitable examples.[CLO2:C2] (9 marks)

QUESTION 3

- a) There are several types of sales jobs based on the functions of a salesperson. Differentiate **THREE (3)** types of sales jobs. [CLO3:C4] (9 marks)
- b) Training of a salesperson is normally done in the first few weeks on the job. Describe **FOUR (4)** benefits of training. [CLO3:C1] (16 marks)