



SELLING AND SALES MANAGEMENT

**MARCH 2022 SESSION**

**MOCK EXAMS**

**Time:** 9:00AM – 12:00PM

**Date:** 4<sup>th</sup> JUNE 2022

Three hours' duration

The examination comprises of **TWO** parts

**Part A** - A **Compulsory** Case Study and is worth **40** marks

**Part B** - Comprises of **FIVE** (5) questions and Students is to answer any **THREE** (3) questions and total is **60** marks

You are required to give your answers in the GSM answer book provided. Do not repeat the task in your answer but show clearly the number of the task attempted on the appropriate pages of the answer book. Please start each task on a new page.

Rough work and notes **must** be written in the answer book or on supplementary sheets and **must** be clearly identified.

**Candidate guidance:**

- Answer **all** questions on the separate answer sheet provided and make sure you read the guidance information provided at the top of the answer sheets
- Ensure your student number are provided on the answer sheet
- Read all question carefully before attempting them
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Rough work and notes **must** be written in the answer book or on supplementary sheets and **must** be clearly identified.



**Part A - QUESTION 1 (Compulsory)****TECHMAN AND ITS DEVELOPMENT OF THE TOTAL SALES PROGRAMME**

TechMan says that it sells solutions, not products. In doing this, the company concentrates upon gaining – and retaining – the customer’s confidence from the moment of contact through until well after the sale has been made. One result of this is that long-term relationships are established, repeat purchases are guaranteed, and the likelihood of post-purchase dissonance is reduced so that it is to all intents meaningless. Some of the ways in which this is done are listed below:

- Inviting the customer contact and other members of the company to conferences and seminars that may be useful to them. Often these seminars feature major international figures.
- Inviting the contact to visit prestigious customers who have successful TechMan installations.
- Inviting the contact and others in the company to visit TechMan’s factories to look at projects that may be of interest.
- Sending out articles, newsletters and house magazines.
- Ensuring that TechMan’s service engineers and systems specialists’ channel back information gained when working at the customer’s plant so that as full a picture as possible is built up of the client’s needs.
- The development of account planning sessions in which TechMan, together with the customer, draw up an action plan for the next few years, covering the systems and products that the customer may need.
- Ensuring a regular and worry-free relationship is developed and maintained.

You are to write a report to the CEO of TechMan and in that report, you are to:

1. Explain what **FIVE** recommendations you would make to the CEO to change the organisation to a customer-oriented culture? **(10 marks)**
2. What **FIVE** steps you would take to improve the effectiveness of the sales team? **(10 marks)**
3. State and explain **FOUR** administrative functions of a salesperson at TechMan. **(8 marks)**
4. Mention any **FOUR** illegal/unethical issues pertaining to selling and sale of goods. **(8 marks)**

**(Candidates will be awarded 4 marks for a correct report format with bullet points or numbered sections.) (4 marks)**



**(Total 40 marks)**

**PART B – Answer THREE Questions Only**

**QUESTION 2**

Explain, in a context of a chocolate manufacturing company:

- (i) Explain FIVE reasons why it is important for a sales representative of a chocolate sweet company to carry out an environmental audit of a territory **(10 marks)**
- (ii) Explain five reasons why this chocolate sweet company should hold a customer database. **(10 marks)**

**(Total 20 mark)**

**QUESTION 3**

You have been appointed as the Sales Manager for a company selling furniture products to retailers.

- (i)** In a report to your Chief Executive, explain the importance of market segmentation and targeting for these products. **(8 marks)**
- (ii)** In this same report, explain how you would set standards of performance for the sales force. **(10 marks)**

(Candidates will be awarded 2 marks for a correct report format with bullet points or numbered sections.) **(2 marks)** **(Total 20 marks)**

**QUESTION 4**

In your role as a Sales Officer of a retail business, the Head of Retail has asked you to do a presentation to the salesforce on your morning meetings on:

- (i) five proven techniques for overcoming objections. You are to send a memo to him on the content of your presentation.

**(20 marks)**



### QUESTION 5

You work in an organisation that sells in retail and business markets. As the Head of Sales Department your Director of Sales and Marketing has asked you to write a report describing (i) the five stages a buyer must go through according to Kotler's consumer buying process and the organisation buying process.

**(20 marks)**

### QUESTION 6

In a report to your Managing Director:

(a) Explain how direct marketing methods can support a sales representative selling pumps to the engineering industry (10 marks)

(b) List and describe the **four** most critical qualities which you require in the selection of a new salesperson for this pump company. (8 marks)

(Candidates will be awarded 2 marks for a correct report format with bullet points or numbered sections) (2 marks)

**(Total 20 marks)**



