



SELLING AND SALES MANAGEMENT
MARCH 2023
MOCK EXAMS
<p>Time: 5:30PM – 8:30PM</p> <p>Date: 03 June</p> <p>Three hours duration</p> <p>The Mock will be 3 hours in duration.</p> <p>The mock has TWO Parts.</p> <p>Part 1 is worth 40% of the total marks available.</p> <p>Part 2 is worth 60% of the total marks available.</p>
<p>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.</p> <p>Rough work and notes must be written in the answer book or on supplementary sheets and must be clearly identified.</p>



Part A - QUESTION 1 (Compulsory)**QUESTION 1**

The 2020s have been tough for businesses of all sizes in Ghana due to the Covid-19 pandemic. Demand for goods and services have been sluggish. The goal of many businesses have been survival. ABC company is one such retail company. The level of sales have fallen and average order values have fallen as well and hence profit.

Being expert on selling and sales management techniques, the Managing Director of ABC Limited had employed you as a consultant to undertake the current review of the position of his company and to make recommendations for the changes which might be necessary for the improvement in sales and the overall profitability of the company this year.

You have completed your initial audits and the following are some of the key findings:

- the business is operationally/ product oriented;
- there is little use of available information and no real market information system
- there is a small field sales team of a sales manager and ten sales staff and five administrative support staff;
- there is increased competition and the market is increasingly price competitive; and
- in general, inquiries generated are high, but the conversion from sales calls/ visits to orders are low, only one in ten. In the past they have been as high as one in two.

As the consultant of the company:

1. What recommendation would you make to change the organisation to a customer-oriented culture? **(10 marks)**
2. What steps would you take to improve the effectiveness of the sales team?
(30 marks)

(Total 40 marks)



PART B – Answer THREE Questions Only

QUESTION 2

Explain, in a context of a chocolate manufacturing company:

- (i) 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) Five reasons why this chocolate sweet company should hold a customer database.

(10 marks)

(Total 20 mark

QUESTION 3

You are the sales manager of a company of your choice. The Head of Human Resource Management has asked you to run a workshop for newly recruited salespersons on:

- i. Five differences between transactional selling and relationship selling.
- ii. What personal selling is and its importance to business-to-business (b2b) marketing and the distribution of services.

(20 marks)

QUESTION 4

The essence of sales and marketing revolves around identifying and satisfying customer needs and wants. Therefore, understanding the individual consumer and organisational buying behaviour and the factors influencing them are prerequisite for any successful selling.

In your role as Sales Manager of your organisation, your Director of Sales and Marketing has asked you to submit a report to identify and explain **FIVE (5)** factors that influence Consumer Buying Behaviour. **(20 marks)**



QUESTION 5

While there are many similarities between selling of tangible and intangible products, there are also some important differences. You are a sales supervisor of a retail branch of a service organisation of your choice.

Your Sales Manager has asked you to brief the sales team on **FIVE (5)** characteristics of services and its implication for selling during your weekly morning meetings. He has however, asked you to send him a report on the content of your presentation before the delivery. **(20 marks)**

QUESTION 6

As the Sales officer of ABC Consult, your Managing Director has asked you to run a workshop for a group of Sales Managers of your client's company.

- a) You should explain the **THREE (3)** essence of evaluating salesforce performance (6 Marks)
- b) Identify and explain **THREE (3)** types of budgeting that the company could use **(6 marks)**
- c) Mention and explain **TWO (2)** quantitative and **TWO (2)** qualitative salesforce performance measures that the company can use in the assessment of its salespeople. **(8 Marks)**

