

**SELLING AND SALES MARKETING MOCK****OCTOBER 9<sup>TH</sup> 2021****DURATION: 3HOURS****QUESTION 1 (Compulsory)**

You have been appointed Sales Manager of Readwide Ltd, a company selling books and stationery direct to schools (non-profit making) by means of traditional selling and a website on the Internet.

Readwide Ltd directors have already devised a strategic marketing plan and have now asked you to use this to prepare a tactical sales plan for the next 12 months.

Write a short report to your Chief Executive Officer recommending a tactical sales plan. You should include:

- a. market analysis and target customer profiles (6 marks)
- b. objectives and action plans for the sales office (6 marks)
- c. role and organisation of the sales force (6 marks)
- d. publicity, promotional and advertising support (6 marks)
- e. a suggested 12 months sales forecast and budget (6 marks)
- f. methods of sales control to be used. (6 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**

- (a) In a report to the Chief Executive of a company selling fresh meat to supermarkets, briefly explain five methods of communicating with your customers to support your selling effort.

**(10 marks)**

(b) Explain why the following are important for a salesperson selling fresh meat to supermarkets:

- (i) negotiating **(5 marks)**
- (ii) after-sales follow up. **(3 marks)**

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

**(Total 20 marks)**



**QUESTION 3**

In a company exporting sports shoes, outline the main advantages you would expect from using:

- (a) an overseas distributor (5 marks)
- (b) an agent (5 marks)
- (c) an export house (5 marks)
- (d) an overseas subsidiary. (5 marks)

**marks)**

**(Total 20**

**QUESTION 4**

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

In a report to your Chief Executive, explain the importance of market segmentation and targeting for these products. **(8 marks)**

(b) 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 5**

As a sales manager of a large company selling a range of engineering products you have recently lost a key customer. Explain how the following could help you recover lost sales:

- (a) public relations **(5 marks)**
- (b) sales promotions **(5 marks)**
- (c) training objectives **(5 marks)**
- (d) on the job training. **(5 marks)**

**marks)**

**(Total 20**

**QUESTION 6**

Explain, in a context of a large bicycle manufacturing company:





- (a) reverse marketing **(5 marks)**
- (b) total quality management **(5 marks)**
- (c) new customer accounts, re-buy and modified re-buy **(5 marks)**
- (d) setting prices. **(5 marks)**

**(Total 20 marks)**

**QUESTION 7**

- (a) Why is it important for a sales representative of a chocolate sweet company to carry out an environmental audit of a territory? **(10 marks)**
- (b) (i) Explain five reasons why this chocolate sweet company should hold a customer database. **(5 marks)**
- (ii) List five items of information which you wish to include in the customer database. **(5 marks)**

**(Total 20 marks)**

