



Certificate in Selling - Stage 1

PRINCIPLES OF PERSONAL SELLING

WEDNESDAY, 23RD AUGUST 2000. TIME: 2.00 pm - 5.00 pm

Please attempt **FIVE** questions.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark the **FIRST** five questions in your Answer Book).

All questions carry equal marks.

Do **NOT** repeat question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

1. (a) Why does personal selling continue to labour under a negative image in the public mind?

 (b) How can this negative image be overcome by the personal selling profession?
2. (a) Explain the value to the personal seller of customer complaints.

 (b) Detail an appropriate procedure for handling customer complaints in the industrial market.
3. What are the implications of the current state of the Irish economy for the personal seller of consumer goods?
4. (a) How does a consumer's perception of risk fit into the self-concept theory?

 (b) Describe the strategies available to the sales person for overcoming perceived risk in the consumer market.
5. What advice would you offer a young salesperson who explains to you that he is always nervous before making sales calls, especially (a) before the first call of the day and (b) after rejection by a prospect?

P.T.O.

6.
 - (a) Explain the factors that determine the extent of 'follow-up' a salesperson should engage in.
 - (b) Examine the role of the consumer goods salesperson in dissonance reduction.
7. Examine the use of non-verbal communication in closing a sale.
8. Discuss the stimulus-response method of sales presentation from the prospect's decision-making viewpoint.