



Certificate in Selling - Stage 1

PRINCIPLES OF PERSONAL SELLING

WEDNESDAY, MAY 5, 2004. 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. Examine the role of personal selling in the marketing mix of a consumer goods manufacturer.
2.
 - (a) Explain the functions of the follow-up stage of the selling process.
 - (b) Describe the factors that determine the extent of follow-up to be provided by a salesperson.
3.
 - (a) Outline the stages of a typical industrial decision-making process for the purchase of capital equipment.
 - (b) Examine the major nonproduct-related factors that may influence a purchasing officer's buying decision.
4. Explain the purpose and content of an effective sales call report.
5. Detail the tasks to be fulfilled by a salesperson in the pre-approach stage of the selling process.
6. Using a motor car as an example to illustrate your answer, explain a sales presentation method of your choice.
7. *"An ability to read buying signals correctly helps a salesperson decide when and how to close a sale"* (Futrell).
Explain this statement.

P.T.O.

8. Explain the Pareto Principle and describe how it might be applied by a salesperson in allocating his resources.