



## EXAMINER'S REPORT

AUGUST 2005

### PRINCIPLES OF PERSONAL SELLING

#### General Comments

Given the number of candidates attempting this paper it would be inappropriate to draw any general conclusions from the standard of performance.

#### Question 1

Typically four closing techniques were identified though some were incorrectly labelled. The explanation of these techniques was then often based on literal interpretations of the label words rather than on any technical understanding of the terms from a selling perspective.

#### Question 3

In Part A 'overcoming risk' was generally confused with 'overcoming objections'. In Part B insufficient depth was evident in the assessment of the three statements.

#### Question 5

Items/issues were identified that might be included in a particular sales presentation as distinct from the factors to consider in "choosing the most appropriate sales presentation to use".

#### Question 7

The traditional weakness of failing to take account of the instruction in the question to *Discuss* the statement was evident here. Instead, a particular position on the issue was assumed and outlined. However, having asserted that the statement was correct or incorrect the depth of argument necessary to prove the point was not entered into. This meant that many major benefits or disadvantages of completing sales call reports were omitted.

#### Question 8

A word cannot be defined by use of the word itself in the definition though that is what was commonly attempted with this question. Given the name of the subject and its content it is disappointing that a good definition of *personal selling* could not be presented. In addition in Part A the roles of personal selling in the marketing communications mix were not properly delineated.

#### Questions 2, 4, and 6

These questions were not attempted.