



Certificate in Selling - Stage 1

PRINCIPLES OF PERSONAL SELLING

WEDNESDAY, AUGUST 15, 2007. 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. Explain any five closing techniques, giving specific examples of selling situations in which each might be appropriate. (20 marks)
2. (a) Outline the factors that differentiate personal selling from the other elements of the marketing communications mix. (10 marks)
(b) Explain the product characteristics that typically determine whether personal selling will be used in the promotions mix. (10 marks)
3. Explain the concept of non-verbal communication and assess its implications throughout the selling process. (20 marks)
4. 'Consumers are always more emotive than rational in satisfying their needs.' Discuss. (20 marks)
5. Using a motor car as an example to illustrate your answer, describe the FAB method of sales presentation. (20 marks)
6. 'The objective of every sales call should be to make a sale.' Discuss. (20 marks)

P.T.O.

7. (a) Why are demonstrations particularly effective in selling capital equipment to industrial customers? (10 marks)
- (b) Outline the process you would use to demonstrate your company's recently developed, and technologically advanced, Customer Database Management System to the managing director of a supermarket chain. (10 marks)
8. Explain **each** of the following terms:
- High-pressure selling (5 marks)
 - Sales forecasting (5 marks)
 - Follow-up (5 marks)
 - Reference selling (5 marks)