



Certificate in Selling - Stage 2

PRACTICE OF SELLING

FRIDAY, 25TH AUGUST 2000. TIME: 9.30 am - 12.30 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. You are a newly-appointed sales manager. Prepare a report for the board of management outlining your proposal to implement a T.Q.M. process in the sales department.
2. Outline the major benefits to a company from selling overseas.
3. Suggest guidelines for newly-recruited salespeople regarding commonly – encountered ethical issues.
4. Discuss the considerations particular to the selling of services.
5. Describe the options available to salespeople in devising a call plan for their territory.
6. Evaluate the role of atmospherics in the development and design of a new retail shopping outlet.
7. Discuss the behavioural forces as outlined by Anderson that will impact on selling and sales management in this millennium.
8. Assess the usefulness of sales promotion as a complementary tool to personal selling.