



## **EXAMINER'S REPORT**

**AUGUST 2000**

### **PRACTICE OF SELLING**

#### **General Comments**

This paper was a straight-forward example of the questions that can be drawn from the syllabus and recommended readings. Candidates who had studied the course material were presented with very little difficulty but success obviously required familiarity with the subject matter taught. Students need to take their time in both overall question choice and in individual question answering, hasty decisions based on familiarity with just one or two words in a question generally results in under-developed answers and subsequent low marks. Examples are always welcomed but they should be used only to illustrate the theoretical content, not as a substitute for it.

#### **Question 1**

This required the student to take a first person singular approach and address a board of management so essentially it was a sales proposal. It needed to include a clear explanation of what TQM is, its elements and their implications in this company and proposals for how the change management of TQM implication should be handled. Generally, well answered.

#### **Question 2**

Lancaster and Jobber give 3 major reasons: Trade due to non-availability of product; trade due to differences in competitive costs; trade due to product differentiation. This is precisely how the answer could then be structured.

#### **Question 3**

Not a popular question with this years candidates. It required an explanation of the commonly-encountered issues such as personal use of company assets; gifts; bribes; confidence keeping; sales costs and the like. Surprising reluctance to answer this question.

#### **Question 4**

This required the student to highlight the differences of selling a service: influence of technology, the nature of services; trust; intangibility; sales representative as part of the service and the like. Good answers included intelligent use of examples to illustrate the considerations.

#### **Question 5**

Again, this is straight from the course material (Section 10). This question allowed for the inclusion of visual illustration of the answer, particularly when detailing the various approaches to routing. Good answers included implications of the nature of the market and customers to be served, call frequency issues, workload and geographical considerations.

### **Question 6**

Students generally liked this question but needed to be able to integrate the theory with their own experiences and ideas. A clear definition of what atmospherics are and their role as a marketing communication tool is advisable. Then a description of the elements but also suggestions based on customer profiles and store image is necessary as many candidates neglected these and therefore their proposals could not be accurately evaluated.

### **Question 7**

Straight out of the recommended reading. Most had no problems with this question except for those who chose to deal with three forces as opposed to concentrating on the behavioural forces as instructed in the question.

### **Question 8**

This answer would need to include a description of the types of sales promotions (consumer, trade and salesforce), the role of sales promotion in push and pull strategies and examples of how sales promotions can assist personal selling. A number of students just concentrated on trade promotions which does not address the entire picture.