



## Certificate in Selling - Stage 2

### PRACTICE OF SELLING

**FRIDAY, AUGUST 24, 2001. 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. As sales manager for a large business-to-business company prepare a report for your board of directors outlining the benefits that can be achieved for the sales function from the creation of a telemarketing operation.
2. Discuss the impact of cultural factors on international selling.
3. Outline the advantages and disadvantages of personal selling over other elements of the marketing communications mix.
4. Defend your decision to take a stand in a major two-day exhibition, outlining your proposals for its management.
5. Evaluate the likely impact of the adoption of TQM practice on your salesforce.
6. Suggest the likely economic and emotional choice criteria a procurement manager is likely to use when considering the purchase of information technology equipment.
7. As sales manager outline to your newly-appointed sales representatives the primary and secondary responsibilities they have in the achievement of long-term sales success.
8. Propose a mix of evaluation criteria suitable for a business-to-business salesforce with a long-established reputation in the market.