



EXAMINER'S REPORT

AUGUST 2001

PRACTICE OF SELLING

General Comments

This was a very straightforward paper which was in general well answered by the candidates. Simple examination technique is a great help to part-time students and I would refer you to Appendix 2 of the essential text to help maximise your outcomes. The annual reminder of applying the given scenario is still necessary as some students ignore the context in which some answers need to be framed. Again, never be afraid to use material from other subject areas where appropriate. It shows evidence of a “thinking” student and is warmly welcomed.

Question 1

This question relates straight back to the essential article on telemarketing and many students used it to frame their answers. It was necessary to adopt a report format, using the first person singular, and place the operation in the business to business arena. Generally, this was a popular and well-answered question.

Question 2

This question came directly from Chapter 10 of the essential text and the students appeared to have little difficulties with the material and the use of supporting examples. The answer did not require coverage of other international selling issues such as organisation or pricing, just an assessment of the seven given factors.

Question 3

This is a fairly standard question which is indeed dealt with in the marketing subjects and one which lends itself to the cross-referencing mentioned in the general comments. Answers included reference to the opportunity for two-way information exchange, buyer-seller interaction, product adaptations, mix adaptations, possibilities for relationship building, and cost factors.

Question 4

A popular question, clearly explained and illustrated in the essential text, pp.220-224. Students gave spirited defences and logical management proposals, some using their own experiences to lend weight to their answer.

Question 5

Not a popular question, which is surprising given the topicality of this area in the business world. Those students who attempted it used their own experiences liberally to supplement the theory, which worked well in most cases.

Question 6

This question posed no problems for those who attempted it as the criteria are clearly tabulated and explained in the essential text, pp.51-53. Evidently the choice of information technology equipment as the context was a popular one as no student was unable or unwilling to apply the given context.

Question 7

This turned out not to be a terribly popular question yet it was perhaps one of the easiest on the paper. It is drawn directly from the material in Chapter 4 of the essential text, pp.85-91, and lends itself to those students who are working in any kind of a business environment where sales is important.

Question 8

Questions on this area have appeared before and therefore this was not a problem question. However it does ask for a mix of evaluation criteria suitable for a B2B salesforce, which would not include assessing general sales management areas such as selection, recruitment, training and motivation. It means dealing specifically with quantitative and qualitative evaluation mechanisms of the salepeoples' inputs and outputs as outlined in Chapter 16 of the text.