



Certificate in Selling - Stage 2

PRACTICE OF SELLING

FRIDAY, AUGUST 23, 2002. 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. Outline how the other marketing communication tools can support the personal selling function.
2. Choosing any industrial product you wish, outline the likely structure of the decision-making unit for its purchase and suggest the likely buying process which would evolve.
3. Discuss the adaptations salespeople need to make when selling a service as opposed to a physical product.
4. Describe, using examples, **three** major reasons why a company may benefit from selling overseas.
5. Analyse the effect of e-commerce on the personal selling function.
6. Discuss the likely impact of adopting a total quality perspective on a company's personal selling function.
7. Examine the sales management issues that arise in territory management.
8. Outline the major ethical issues that arise for a salesperson in relation to dealings with their employer.