



## **EXAMINER'S REPORT**

**AUGUST 2002**

### **PRACTICE OF SELLING**

#### **Question 1**

This answer required the students to show they were au fait with possibly five elements of the marketing communications mix and their relationship and interaction with personal selling. It posed little difficulty and better students used material from other syllabi and their own experience in order to illustrate their answer.

#### **Question 2**

This was a popular question coming directly from the essential text. Good answers included a definition of an industrial product, suggestion of classification, and choice of product. Computers were the most popular product choice. Clear description of the DMU and a working through of the decision-making stages did the required job. Most rightly well emphasised the follow-up as being particularly important and not just an afterthought.

#### **Question 3**

This proved more challenging for the students yet a large majority of us work in the service industry. Answers would need to address the changes in the selling process required, the characteristics of services, the growth of the service economy. Most recognised the role of technology in service sales but few emphasised the increased need for trust.

#### **Question 4**

These reasons are clearly laid out in the International Selling chapter in the essential text namely: trade due to non-availability of a particular product, due to international differences in competitive costs, and trade due to product differentiation. The answer did not require an analysis of the modes of selling entry into international markets as some students obviously thought.

#### **Question 5**

Loved by some candidates and avoided by the rest, this question could include a definition of e-commerce, discussion of the levels at which it can take place, the benefits accruing, the effects on sales force productivity and management, and more. Lovely examples were used by students to illustrate best practice.

**Question 6**

Again students who have been on the receiving end of this in their own companies were very anxious to share their experience and knowledge! Basically the answer needed a definition of TQM, the move to a relationship focus, re-training, customer care and satisfaction drivers, shift from internal to external focus and the resulting cultural implications.

**Question 7**

This comes directly from Section 9 of the syllabus and most students have very little difficulty with it as a rule. Issues raised included the need for balancing workload, the approaches to territory design (which some students wisely chose to include diagrams), call scheduling, routing and territory revision.

**Question 8**

Some answers were high on personal experience and beliefs, but low on the concrete issues such as double calling, moonlighting, use of company assets, accuracy in reporting, code of conduct etc.