



Certificate in Selling - Stage 2

PRACTICE OF SELLING

FRIDAY, AUGUST 20, 2004. 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. Assess the role of the personal selling function in the achievement of a firm's marketing communication objectives.
2. Prepare a lecture for Irish start-up companies on selling into export markets.
3. Outline the stages of the Relationship Development Model, illustrating its likely impact on key account management.
4. Discuss the possible choice criteria used by a procurement manager when considering awarding a packaging contract to potential suppliers.
5. Examine the approaches a sales manager might consider when revising existing sales territory practice.
6. With the aid of examples, discuss the relationship between sales objectives, strategies and tactics.
7. Trace the development of the movement towards relationship selling.
8. Assess the impact of developments in information technology on selling and sales management.