



## Certificate in Selling - Stage 2

### PRACTICE OF SELLING

**FRIDAY, MAY 4, 2007. 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. Discuss the considerations particular to the selling of services.
2. As Ireland prepares for the entry of another House of Fraser into the Irish market, discuss the role of atmospherics in the development and design of a new retail shopping outlet.
3. Assess the role of advertising as a complementary tool to personal selling.
4. Discuss the contribution of preparation to the sales process.
5. Suggest options a company might consider when looking for greater integration of its sales and marketing functions.
6. Analyse how the forces outlined by Anderson back in 1996 have actually evolved today.
7. Suggest a mix of performance measures suitable for a fast-moving consumer goods sales force with a long-established reputation in the Irish confectionary market.
8. Prepare a briefing document for newly-recruited business graduates on the key account management concept.