



Diploma in Marketing - Stage 3

MANAGEMENT OF SALES & CUSTOMER SERVICE

THURSDAY, 24th AUGUST 2000. TIME: 2.00 pm - 5.00 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.

(Note : Marks are awarded for the relevant use of contemporary Irish examples of marketing practice)

1. Describe the strategic, tactical and operational elements of a Sales Manager's job in terms of his/her traditional tasks or role and discuss how much time should be spent on different activities.
2. Direct mail and telesales are gaining ground as important selling techniques. Discuss how they fit in the sales mix and refer to any business examples with which you are familiar.
3. Quantitative sales forecasting methods are more explicit but no more accurate than are subjective methods of forecasting. Discuss and indicate the sales forecasting methods which best suit different types of business.
4. What are the main types of salesforce organisation? Which would be most suited for the following businesses and why
 - (i) Car rental company
 - (ii) Financial loan services
 - (iii) Specialised machinery manufacturer
 - (iv) DIY product distributor
5. Describe the theories of Maslow and Herzberg and explain why they have general appeal but seem only partial explanations of salesforce motivation.

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6. Recent research suggests that leadership is an important factor in job satisfaction and job performance. What are the implications of this for Sales Management?
7. Retaining a top-level sales person in the software industry today is very difficult. Describe the role remuneration should play in a retention policy, the basis for determining remuneration packages and explain the typical type of packages available today.
8. While new customers are always welcome in any business it has to be realised that an existing customer provides a higher profit contribution and has the potential to grow in terms of the value and frequency of purchases. Why and how does customer service assist in retaining existing customers?