



Diploma in Marketing - Stage 3

MANAGEMENT OF SALES & CUSTOMER SERVICE

THURSDAY, AUGUST 23, 2001. 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 and international examples of marketing practice)

1. *“Since most sales managers are promoted from the salesforce, they have an appreciation of the variety of problems that salespeople face, but they require different attributes for the new role.”*
Critically assess this statement.
2. Critically evaluate the methods a sales manager could use to determine the size of his/her salesforce.
3. *“There is no difference between negotiation and personal selling.”*
Evaluate this statement in terms of their similarities and differences.
4. Qualitative and quantitative targets are adapted and varied according to corporate, marketing and sales objectives. Discuss the range of targets commonly used and show how they could be applied to support specific sales objectives.
5. Evidence suggests that sales managers and trainers neglect the customer in sales training programmes, preferring to concentrate on product issues. Make a case for customer training content for new and experienced salespeople and elaborate on the training content you propose.

P.T.O.

6. As sales manager how can you motivate sales people when the trend is that people want to spend less time working than ever before?
7. *“The most significant improvements in the productivity of salespeople will come from self-analysis and self-improvement rather than computer-based systems.”*
Discuss, drawing on your knowledge of computer based systems.
8. Developing a learning culture in your organisation is a critical part of good customer care. Discuss whether this is true or not. How would you develop such a learning culture?