



## Diploma in Marketing - Stage 3

### MANAGEMENT OF SALES & CUSTOMER SERVICE

THURSDAY, MAY 9, 2002. 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. Marketing is seen as virtuous, healthy and necessary, whereas selling is seen as cynical, callous and indiscriminate.  
Discuss.
2. Rackham devised a sales process for industrial/organisational buying, particularly for larger sales, called the SPIN model.
  - (a) Why is it important for salespeople to understand the industrial buying process?
  - (b) Explain how the SPIN approach assists salespeople.
  - (c) Prepare a list of questions one would use if selling office furniture to a bank.
3. The advances in information technology mean that every company can have a Sales Management Information System (SMIS). Describe the contents of a high quality SMIS and assess its implications for sales management.

**P.T.O.**

4. The sales management audit forms the cornerstone of many company marketing plans and programmes. What should such an audit cover, how would one undertake an audit, and what should it reveal to the sales manager?
5. It is impossible to overstate the importance of sound performance management when a portfolio of multiple sales channels is involved. How is such performance achieved?
6. Discuss the motivational mix. Demonstrate how at least three motivational theories can be applied in practice.
7. In what ways might the sales organisation problems of small or medium sized companies in growth markets be more or less difficult to resolve than those of larger, more established organisations operating in relatively mature and stable markets?
8. A company's competitive edge could depend on the relationship of its staff with its customers. How would you ensure that a company has customer oriented staff?