



Diploma in Marketing - Stage 3

MANAGEMENT OF SALES & CUSTOMER SERVICE

THURSDAY, MAY 8, 2003. 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. The most significant difference between selling and other elements in the marketing mix, particularly advertising, is personal contact.
Discuss.
2. Describe the process for short, medium and long term sales forecasting, addressing the issues of cost and accuracy. In each case discuss the forecast's use by sales managers and other departments in the business.
3. As a country sales manager in a very large multi-product company you have to recruit the following sales staff:
 - (i) Business to business – largely repeat sales of drugs to hospitals
 - (ii) Missionary – for pharmaceutical products to doctors
 - (iii) Technical – medical brain scanning machines
 - (iv) New business sales – home medical kit to sell to pharmacies

Draw up the job description and job specification for **two** of the above.

4. Rather than employ a salesforce, some companies use agents. Compare and contrast these approaches and suggest where each is most appropriate.
5. “Customers will buy more if you meet them where they want to do business”. Discuss in terms of aligning sales channels to customer behaviour. **P.T.O.**
6. As sales manager of a shoe manufacturing business, you are asked by your

Chief Executive to assess the potential for moving to a relationship marketing approach. Prepare a report for the Board which includes

- (i) An explanation of relationship marketing
 - (ii) An outline of the change process and any training required
 - (iii) The potential gains.
7. “Most people go through life being pushed or pulled by outward circumstances. They do what they do in response to what happens to them. Like a billiard ball, they are bouncing off the rails of life or falling into the pockets -- all in response to the positive or negative cues of their outward environment! An effectively motivated person, however, is self-motivated!” Is this true? Discuss in terms of motivating sales people.
8. “Sales managers must be aware that any communicative act potentially has multiple functions, multiple implications, and multiple interpretations”. Discuss in the context of the range of formal and informal communications between a sales manager and the salesforce, indicating ‘best practice’ where appropriate.