



## Diploma in Marketing - Stage 3

### MANAGEMENT OF SALES & CUSTOMER SERVICE

THURSDAY, AUGUST 14, 2008. 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 or international examples of marketing practice)**

1. Compare personal selling and advertising, distinguishing between different types of markets, capital goods, consumer durables and fast-moving consumer goods (FMCG).
2. Discuss the tasks of the sales person and describe a typical day. How is the annual cost of a salesperson calculated?
3. A sales force with the right information, at the right time, driven by the right incentives, is formidable. Accurate and speedy information can help improve sales results and reduce selling costs. Information flowing from sales can affect every other department in the company.  
Discuss.
4. What is customer profitability and why is it important to the sales manager?
5. Sales managers tend to fall into two groups, those who are 'natural salespeople' and those who are excellent at 'training and managing the sales force'. Describe the training needs of both groups and outline appropriate training courses for new sales managers.
6. What indicators would show the level of motivation in a sales force? If motivation is low, how would the sales manager improve the situation?

**P.T.O.**

7. Not so long ago, organisations sold all their products and services through one channel, their direct sales force. Now they use a hybrid channel model. What are the channel options, why are different channels used (give practical examples), and how can one manage the channel mix for profitability, not just sales?
8. How would you undertake a sales management audit and what should it cover?