



Diploma in Marketing - Stage 3

MANAGEMENT OF SALES & CUSTOMER SERVICE

WEDNESDAY, MAY 20, 2009. 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. Many sales management problems could be eliminated or at least migrated if a successful salesperson type could be found.
Discuss.
2. What are the main principles of sales organisation? Using diagrams, show the typical sales organisation for a new business, a growth business, a mature business and a very large business.
3. Describe the purpose and content of a sales job description and prepare a job description for an Area sales representative.
4. The motivation problem is how to get salespeople who operate on their own, in an increasingly difficult economic environment, at a relatively high cost and spread over a wide geographically area or countries, to do their job in the way the sales manager wants it done.
Discuss and use the example of a software sales person to illustrate your answer.
5. What are sales targets, how would the sales manager develop them and how would they be used?

P.T.O.

6. There are many ways in which firms sell goods in international markets. Discuss.
7. How would a sales manager align the company's sales channels with its customer buying behaviour and why?
8. Describe the different methods of sales training and present criteria for their assessment.