



ICM

DECEMBER 2016

PRINCIPLES & PRACTICE OF SELLING

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
1. Explain the relationship between sales and marketing and summarise the long-term benefits of the marketing orientation. [20]
 2. Discuss the most popular techniques used by salespeople in order to overcome objections. [20]
 3. As an independent consultant, advise one of your clients on the following topics:
 - a) Bills of lading
 - b) Dealing with customer complaints
 - c) Information feedback and customer records [20]
 4. Critically appraise the following methods of overseas selling:
 - a) Subsidiary companies
 - b) Licensing
 - c) Agents [20]
 5. Using relevant examples, explain how public relations can contribute to effective selling efforts. [20]
 6. Describe the differences between consumer and organisational buying behaviour and describe the consumer decision making process. [20]
 7. Write notes on THREE of the following:
 - a) Inertia selling
 - b) Terms and conditions of a sale
 - c) Consumer promotions
 - d) Telephone selling [20]
 8. Explain the approaches used by sales organisations as part of their prospecting efforts. [20]