



ICM

DECEMBER 2016

SALES & SALES MANAGEMENT

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 []
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- 1. Explain the main characteristics of:
 - a) a good exhibitor
 - b) a good exhibition

[10 each]
 - 2. Analyse the categories of questions that are typically used in the personal selling process. Illustrate your answer with examples of EACH category.

[20]
 - 3. Review the ways in which an organisation is able to assess the performance of a salesperson in quantitative terms.

[20]
 - 4. Critically evaluate the contribution of psychometric testing in the recruitment of salespersons at all levels of seniority.

[20]
 - 5. Analyse the stages in the consumer decision-making process.

[20]
 - 6. Review the main sources of recruitment available to an organisation to recruit salespersons.

[20]
 - 7. Analyse the circumstances and events which are likely to require an assessment to be made as to whether or not it is timely to revise sales territories.

[20]
 - 8. Companies have various approaches available to motivate their salespersons. Review these techniques.

[20]