



# ICM

JUNE 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. Differentiate between the marketing concept and the sales concept and describe the value of personal selling to marketing-orientated organisations. [20]
  2. Summarise the contributions sales promotions can make to a company's promotional efforts and provide examples to support your recommendations. [20]
  3. Advise one of your clients on the following factors that need to be considered during the preparation for sales negotiations:
    - a) Assessment of balance of power
    - b) Negotiation objectives
    - c) Concession analysis[20]
  4. Explain what you understand by the following terms:
    - a) Reference selling
    - b) Prospecting
    - c) Public relations[20]
  5. Critically appraise THREE methods used by the sales force in order to deal with objections from potential customers. [20]
  6. Explain how cultural factors affect the international selling efforts of organisations marketing fast moving consumer products. [20]
  7. Write notes on THREE of the following:
    - a) Sales demonstrations
    - b) Reverse marketing
    - c) Overseas subsidiaries
    - d) Exporting[20]
  8. Describe the main differences between consumer buying and organisational buying and explain how they can affect the selling approaches of marketing organisations. [20]