



# ICM

MARCH 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. Describe the stages in the evolution of modern business practice and summarise the benefits of the marketing philosophy to commercial organisations. [20]
  2. Explain what you understand by the **consumer decision-making process** and indicate how a company's sales force can benefit from a full understanding of the process. [20]
  3. You have been asked by one of your clients to prepare a report explaining the approaches to be used in order to generate new sales leads. What information would you include in your report? [20]
  4. Advise a group of junior sales people on the meaning of the following terms:
    - a) The buy class
    - b) Just-in-time purchasing
    - c) Reverse marketing[20]
  5. What are the key factors that a sales negotiator must consider in order to improve the chances of sales success? [20]
  6. Critically appraise THREE techniques that a sales force can use in order to close a sale and provide examples to support your explanations. [20]
  7. Write notes on THREE of the following:
    - a) Premium offers
    - b) Trade promotions
    - c) Telephone selling
    - d) Overseas agents[20]
  8. Discuss the advantages of sales demonstrations and explain the key factors you would consider when conducting a sales demonstration. [20]