



ICM

MARCH 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. Companies can make use of different types of intermediaries when selling overseas. Analyse the main types of intermediaries and explain the role that they carry out. [20]
 2. Explain how a company could evaluate the performance of its salespersons using quantitative methods and approaches. [20]
 3. Review where companies will typically recruit salespersons from. [20]
 4. Analyse the stages in the personal selling process. [20]
 5. Salespersons can typically draw on a variety of sources of prospects. Review the main sources of prospects . [20]
 6. Explain the techniques that a company can adopt to motivate salespersons. [20]
 7. Review the key influences on organisational buying behaviour. [20]
 8. Analyse the contribution of telemarketing to effective sales management. [20]