



ICM

MARCH 2017

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 to a group of students the meaning of the term **sales promotions** and discuss THREE sales promotion techniques widely used by marketing organisations. [20]
 2. Describe the stages of the marketing planning process and summarise the activities associated with EACH stage of the process. [20]
 3. Summarise the advantages and limitations of the following methods of entering international markets:
 - a) Direct selling
 - b) Overseas distributors
 - c) Subsidiary company[20]
 4. Explain the activities you would associate with the following methods of closing a sale:
 - a) Concession close
 - b) Objection close
 - c) Trial close[20]
 5. Compare and contrast the main approaches that can be used by the sales force in order to overcome any objections raised by potential buyers of the company's products or services. [20]
 6. You have been asked to prepare a report for one of your clients detailing the most critical factors of sales demonstrations. What information would you include in your report? [20]
 7. Write notes on THREE of the following:
 - a) Faulty goods
 - b) Reciprocal trading
 - c) Centralised buying
 - d) Reverse marketing[20]
 8. Describe the support Public Relations can provide to the sales force during the marketing of highly technical products. [20]