



ICM

MARCH 2017

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 approaches that salespersons will typically take to close a sale to a customer. [20]
 - 2. There are many customer-based forms of organising salespersons. Review the main forms that are typically seen in modern business practice. [20]
 - 3. Many factors will influence organisations in their buying behaviour. Analyse the main influences on organisational buying behaviour. [20]
 - 4. Evaluate the ways in which a salesperson is able to reduce the risk to a customer in a sales situation. [20]
 - 5. Review the primary and secondary responsibilities of a salesperson. [20]
 - 6. Analyse the main areas and sources from which a company will typically recruit their salespersons. [20]
 - 7. Set out and review EACH of the THREE main areas of sales promotions. [20]
 - 8.
 - a) Assess the factors that will be considered when selecting or reappraising sales channels. [10]
 - b) Explain the workload approach to determining the appropriate number of salespersons. [10]