

1902/101
PRINCIPLES AND PRACTICE OF SELLING
November 2022
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
CRAFT CERTIFICATE IN SALES AND MARKETING

MODULE I

PRINCIPLES AND PRACTICE OF SELLING

3 hours

29

INSTRUCTIONS TO CANDIDATES

This paper consists of TWO sections; A and B.

Answer ALL the questions in section A and any FOUR questions from section B in the answer booklet provided.

Candidates should answer the questions in English.

This paper consists of 3 printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.



SECTION A (32 marks)

Answer ALL the questions in this section.

1. State **three** roles of selling in an organization. (3 marks)
2. List **two** conditions that a salesperson should meet in order to be successful when prospecting. (2 marks)
3. Highlight **three** features of an effective sales display. (3 marks)
4. List **four** types of information that a salesperson may require at the pre-approach stage of the selling process. (4 marks)
5. List **three** physical qualities that a salesperson should have to perform their duties successfully. (3 marks)
6. State **four** skills that a salesperson may require in order to handle major accounts effectively. (4 marks)
7. State **three** duties of a travelling salesperson. (3 marks)
8. State **four** objectives of sales promotion in a sales setting. (4 marks)
9. List **three** features of a successful sales close. (3 marks)
10. State **three** challenges that a salesperson may face when conducting an online sales. (3 marks)

SECTION B (68 marks)

Answer any FOUR questions from this section.

11. (a) Describe **four** types of selling that may take place in an organization. (8 marks)
- (b) Outline **six** reasons why prospects may raise objections when buying a product. (9 marks)
12. (a) Outline **four** measures that a salesperson may take to make a demonstration effective. (8 marks)
- (b) Explain **six** responsibilities of a salesperson. (9 marks)



13. (a) Highlight **four** reasons why a salesperson may offer installation services to customers. (8 marks)
- (b) Explain **six** ways in which a salesperson may build relationships with major accounts. (9 marks)
14. (a) Outline **four** advantages of selling products in international markets. ✓ (8 marks)
- (b) Explain **six** factors a travelling salesperson should consider when planning on the number of visits to make in a given territory. (9 marks)
15. (a) Outline **four** advantages of the pre-approach stage to a salesperson. (8 marks)
- (b) Outline **six** functions of personal selling. (9 marks)

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