

**SECTION A** (32 marks)

*Answer ALL the questions in this section in the spaces provided after each question.*

1. List **three** objectives that a salesperson needs to achieve in his relationship with a buyer. (3 marks)
  - (i) \_\_\_\_\_
  - (ii) \_\_\_\_\_
  - (iii) \_\_\_\_\_
  
2. One of the necessary attributes of a salesperson is enthusiasm. State **three** factors that contribute to such enthusiasm in a salesperson. (3 marks)
  - (i) \_\_\_\_\_
  - (ii) \_\_\_\_\_
  - (iii) \_\_\_\_\_
  
3. One of the categories of salespersons is the order taker. State **three** duties of such a salesperson. (3 marks)
  - (i) \_\_\_\_\_
  - (ii) \_\_\_\_\_
  - (iii) \_\_\_\_\_
  
4. State **three** basic requirements for proper prospecting as a stage in the selling process. (3 marks)
  - (i) \_\_\_\_\_
  - (ii) \_\_\_\_\_
  - (iii) \_\_\_\_\_
  
5. One of the skills necessary for a salesperson is how to handle objections by customers. State **four** ways in which a salesperson can refute such objections (4 marks)
  - (i) \_\_\_\_\_
  - (ii) \_\_\_\_\_
  - (iii) \_\_\_\_\_
  - (iv) \_\_\_\_\_

6. Alice has been sent to a foreign country to sell her company's products. Identify **three** factors in the economic environment in that country that she should be aware of before commencing her selling duties. (3 marks)

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

(iii) \_\_\_\_\_

7. State **three** ways in which a salesperson can enhance her relationship with a major account. (3 marks)

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

(iii) \_\_\_\_\_

8. Identify **three** features of a good product display in a retail shop. (3 marks)

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

(iii) \_\_\_\_\_

9. A Salesperson needs to create a good first impression at the initial contact with a prospective customer. State **three** aspects of the conduct of the salesperson that will help create such an impression. (3 marks)

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

(iii) \_\_\_\_\_

10. State **four** problems that a travelling salesperson might encounter in the course of a sales journey. (4 marks)

(i) \_\_\_\_\_

\_\_\_\_\_

(ii) \_\_\_\_\_

\_\_\_\_\_

(iii) \_\_\_\_\_

\_\_\_\_\_

(iv) \_\_\_\_\_

\_\_\_\_\_

**SECTION B (68 marks)**

*Answer any **FOUR** questions from this section in the spaces provided after question 15.*

11. (a) Highlight **six** sources of information for new prospects that a salesperson can use. (9 marks)
- (b) A travelling salesperson is expected to provide information on market activities to his employer. Describe **four** types of such information. (8 marks)
12. (a) Outline **six** objectives of the selling function in an organization. (9 marks)
- (b) Explain **four** responsibilities of a salesperson to the employer other than provision of market information. (8 marks)
13. (a) Highlight **six** factors that may limit the effectiveness of a salesperson in the performance of his duties. (9 marks)
- (b) A salesperson is expected to carry out her duties in an ethical manner. Explain **four** ways in which such ethical behaviour may be demonstrated. (8 marks)
14. (a) Wasike, a newly recruited salesperson, is scheduled to attend a sales interview with a major account buyer. Outline **six** types of information that he should have before the interview. (9 marks)
- (b) Explain **four** ways in which product demonstration may enhance the quality of a presentation by a salesperson (8 marks)
15. (a) Outline **six** factors that a travelling salesperson should consider when planning a sales journey. (9 marks)
- (b) Describe **four** types of documents that a salesperson should have in his selling kit when preparing for a sales journey. (8 marks)