

SECTION A (32 marks)

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

1. List **two** duties of missionary salespeople. (2 marks)
 - (i) _____
 - (ii) _____

2. Outline **three** ways in which a public transport company would reduce the perishability of its services. (3 marks)
 - (i) _____
 - (ii) _____
 - (iii) _____

3. State **three** advantages of using a telephone as a tool to prospect for customers. (3 marks)
 - (i) _____
 - (ii) _____
 - (iii) _____

4. Identify **four** challenges that a salesperson may face when selling to major accounts. (4 marks)
 - (i) _____
 - (ii) _____
 - (iii) _____
 - (iv) _____

5. Outline **two** disadvantages of using demonstrations to sell a product. (2 marks)
 - (i) _____
 - (ii) _____

6. State **three** factors in the physical environment of a travelling salesperson's route that may influence the performance of his duties. (3 marks)

- (i) _____
- (ii) _____
- (iii) _____

7. List **four** selling tools that a salesperson should carry when prospecting for customers. (4 marks)

- (i) _____
- (ii) _____
- (iii) _____
- (iv) _____

8. A certain company has decided to use samples to promote its product. State **three** ways in which the sample may be distributed to customers. (3 marks)

- (i) _____
- (ii) _____
- (iii) _____

9. List **four** non-monetary rewards that a firm would use to motivate its salespersons. (4 marks)

- (i) _____
- (ii) _____
- (iii) _____
- (iv) _____

10. Identify **four** problems that a salesperson may encounter when selling his products in a foreign market. (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) Explain **four** factors in the environment that may limit the attainment of a sales target by a salesperson. (8 marks)
- (b) Explain **six** benefits that a firm would derive from adopting the direct marketing approach to reach customers. (9 marks)
12. (a) Describe **six** distinguishing features between the internal and travelling salesmanship. (9 marks)
- (b) To make a successful sales presentation, a salesperson must appear to be credible in the eyes of a customer. Explain **four** ways in which a salesperson would achieve such credibility. (8 marks)
13. (a) Wavinya, a salesperson, is scheduled to conduct a product demonstration to a certain customer. Highlight **six** preparations that she should make before the demonstration. (9 marks)
- (b) A certain firm has decided to rely on members of their regular salesforce to sell to its major accounts. Explain **four** disadvantages of adopting this approach. (8 marks)
14. (a) A salesperson is expected to gather information about developments in the market. Explain **six** ways in which such information would be gathered. (9 marks)
- (b) One of the categories of salespeople found across various industries is the technical salespeople. Highlight **four** responsibilities of this category of salespeople. (8 marks)
15. (a) Explain **six** factors that a salesperson should consider when qualifying a potential customer. (9 marks)
- (b) One of the attributes that a salesperson should possess in order to be successful in personal selling is empathy. Explain **four** ways in which a salesperson would portray such empathy. (8 marks)