

1902/101

PRINCIPLES AND PRACTICE OF SELLING

July 2019

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

CRAFT CERTIFICATE IN SALES AND MARKETING

MODULE II

PRINCIPLES AND PRACTICE OF SELLING

3 hours

INSTRUCTIONS TO CANDIDATES

This paper consists of (15) FIFTEEN questions in 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. Highlight **three** types of selling that a sales person could engage in. (3 marks)
fundamental selling, demonstration
2. State **four** objectives of the approach stage in the selling process. (4 marks)
3. Kamau recently got a job as a sales manager of a supermarket. Outline **four** measures that he could adopt to ensure effective products display. (4 marks)
4. State **three** sales responsibilities that a salesperson should be aware of in relation to ensuring good customer service. (3 marks)
5. State **four** social qualities that are necessary for a salesperson effectiveness in his/her job. (4 marks)
honesty, hard working, flexibility, sense of humor
6. Outline **three** traits necessary for a sales person to handle major accounts. (3 marks)
honesty, informative, resilience, decision maker, creative
7. For a travelling sales person to be effective in his job, he should possess certain personal characteristics. Highlight **three** such characteristics. (3 marks)
Hardworking, resilient, honest, creative & drive.
8. State **two** characteristics of an effective sales quotas. (2 marks)
9. Outline **three** signs from a prospect that a sales person could look for in an effort to close a sale. (3 marks)
No more questions.
10. State **three** ways in which a customer could place an order to a sales person. (3 marks)
In person, by phone, through the internet

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SECTION B (68 marks)

Answer any **FOUR** questions from this section.

11. (a) There are certain difficulties that a sales person could encounter at the time of opening a sales presentation. Explain **four** such difficulties. ^{Obtaining not contacting} (8 marks)
- (b) Juliet recently got a job as a sales lady in a self-service store. Highlight **six** skills that could be necessary for her to perform her duties effectively. ^{1) Informative 2) Good sense of humor 3) Good people person} (9 marks)
12. (a) Jihaz, an electronic shop, normally ensures that the sales are people engaged to provide a demonstration on the products before effecting a sale. Explain **four** reasons for such a demonstration. ^{1) Has a sense of ownership 2) Customer cannot product in real time} (8 marks)
- (b) Juma recently got a job as a sales manager for Poa Limited and one of his tasks is to guide sales people on ethical issues to observe in selling. Explain **six** ethical issues that he could touch on. ^{1) Honesty 2) Integrity} (9 marks)
13. (a) One responsibility of a sales person is to verify an invoice before effecting payment. Explain **four** reasons for such verification. ^{Theft} (8 marks)
- (b) There are certain selling practices that can strain the relationship with major accounts. Explain **six** such practices. (9 marks)
14. (a) Hosana, the sales manager of Hindi Ltd is in the process of setting sales quotas for the people. Explain **four** considerations in setting such quotas. (8 marks)
- (b) Explain **six** benefits that an organization could derive from satisfying major accounts. (9 marks)
15. (a) A travelling sales person needs to have thorough knowledge on their customers before approaching them. Explain **four** types of knowledge that could be necessary. ^{Customer background - a) financial b) Moral & cultural c) Customer's needs & wants} (8 marks)
- (b) Outline **six** essentials of an effective sales approach. (9 marks)

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