

2902/101  
PRINCIPLES AND PRACTICE OF  
SELLING  
November 2022  
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN SALES AND MARKETING

MODULE I

PRINCIPLES AND PRACTICE OF SELLING

3 hours

**INSTRUCTIONS TO CANDIDATES**

*This paper consists of SEVEN questions.  
Answer any FIVE questions in the answer booklet provided.  
All questions carry equal marks.  
Candidates should answer the questions in English.*

**This paper consists of 2 printed pages.**

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

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Prioritise  
Priority
1. (a) Outline five skills that salespeople require to be effective when negotiating with customers. (10 marks)
- (b) Explain five ways in which a firm may enhance its window displays. (10 marks)
2. (a) Explain five reasons why a sales person should maintain customers records. (10 marks)
- (b) Outline five limitations of using personal selling as a promotion method. (10 marks)
3. (a) Ms. Gregg, a salesperson at Melany Limited manages a major account. Explain five strategies that she may adopt to build good relationship with the account. (10 marks)
- (b) Explain five challenges that travelling salespeople may face when performing their duties. (10 marks)
4. (a) Explain five reasons why a firm may choose to sell its products internationally. (10 marks)
- (b) Explain five objectives that a firm seeks to achieve through the selling function. (10 marks)
5. (a) Outline six advantages of using banner stands to advertise a firm's products. (10 marks)
- (b) Explain five purposes of prospecting in the selling process. (10 marks)
6. (a) Explain five reasons why product knowledge is critical to salespeople. (10 marks)
- (b) Describe five responsibilities of an internal salesperson. (10 marks)
7. (a) Explain five challenges that salespeople may face when selling services. (10 marks)
- (b) Outline five misconceptions of selling as a profession. (10 marks)

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