

2902/101
PRINCIPLES AND PRACTICES
OF SELLING
July 2023
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN SALES AND MARKETING
MODULE I**

PRINCIPLES AND PRACTICES 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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Turn over

1. (a) Explain **five** measures that a salesperson may take to enhance the effectiveness of a window display. (10 marks)
- (b) XYZ company limited has established a wholly owned subsidiary in a foreign market as a strategy of selling its products there. Explain **five** advantages of using this strategy. (10 marks)
2. (a) Outline **five** aspects of salesmanship that make it attractive as a profession. (10 marks)
- (b) A travelling salesperson is expected to take certain measures to enhance personal security. Explain **five** such measures. (10 marks)
3. (a) Ms Salome, a salesperson, is preparing for a sales interview with an organisational buyer. Outline the knowledge that she should have before interviewing the buyer. (10 marks)
- (b) Explain **five** professional malpractices that may damage the relationship between a salesperson and a customer. (10 marks)
4. (a) Explain **five** advantages to an organisation from using price discounts as a method to promote its products. (10 marks)
- (b) Explain **five** work-related factors that may be a source of stress to a salesperson. (10 marks)
5. (a) One of the qualities that a salesperson should possess to be successful in the performance of duties is responsiveness. Explain **five** ways in which a salesperson may demonstrate this quality. (10 marks)
- (b) Explain **five** benefits that a salesperson may derive from using a demonstration to enhance sales of a product. (10 marks)
6. (a) There are certain activities that a salesperson should undertake to build a long-term relationship with a major customer. Outline **five** such activities. (10 marks)
- (b) Explain **five** product-related objections that a customer may raise during a sales presentation. (10 marks)
7. (a) Describe **five** ways in which a salesperson should handle a customer's complaint. (10 marks)
- (b) Explain **five** ways in which a salesperson should demonstrate ethical conduct when discharging sales duties. (10 marks)

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