

1. (a) Highlight **five** economic environmental trends that may impact on organizations' sales. (10 marks)
(b) Explain **five** factors that a salesperson should take into account in qualifying prospects. (10 marks)
2. (a) Hassan Ali recently got a job as a salesperson. One of his duties is prospecting. Advise him on **five** prospecting strategies that he could adopt. (10 marks)
(b) Strategic sales planning may be beneficial to an organization in various ways. Outline **five** of these ways. (10 marks)
3. (a) Outline **five** benefits that an organization could derive from enhancing the quality of its customer relationships. (10 marks)
(b) Explain **five** factors that may determine the structure of a sales organization. (10 marks)
4. (a) Rapsi Limited is in the process of preparing its sales budget. Outline **five** steps that the company should follow. (10 marks)
(b) Target account identification may benefit an organization in various ways. Outline **five** of these ways. (10 marks)
5. (a) Zuka Limited intends to undertake a sales forecast. Highlight **five** techniques that the organization could use in the exercise. (10 marks)
(b) Tawa Limited intends to evaluate its sales people in different geographical regions horizontally. Highlight **five** limitations of adopting such a method of evaluation. (10 marks)
6. (a) The sales planning process consists of certain steps. Describe those steps. (10 marks)
(b) Explain **five** benefits that an organization could derive from establishing a pool of prospects. (10 marks)
7. (a) Gazibo Limited designs its sales force structure on territorial basis. Explain **five** advantages of adopting such a sales force structure. (10 marks)
(b) Explain **five** positive effects of using information communication technology in retail selling. (10 marks)