

EXAMINATION AND EVALUATION DIVISION
DEPARTMENT OF POLYTECHNIC EDUCATION
(MINISTRY OF HIGHER EDUCATION)

COMMERCE DEPARTMENT

FINAL EXAMINATION
DECEMBER 2011 SESSION

PM301 : SALES MANAGEMENT

DATE : 26 APRIL 2012 (THURSDAY)
DURATION : 2 HOURS (8.30 AM – 10.30 AM)

This paper consists of **TWELVE (12)** pages including the front page.
Section A: Objective (**25** questions – answer all)
Section B: Essay (**3** questions – answer all)

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THE CHIEF INVIGILATOR

(CLO stated at the end of each question is referring to the learning outcome of the topic assessed. The CLO stated is only for lectures' references.)

SECTION A**OBJECTIVES (25 MARKS)****INSTRUCTION:**

This section consists of **TWENTY FIVE (25)** objective questions.

Answer **ALL** questions in the answer booklet

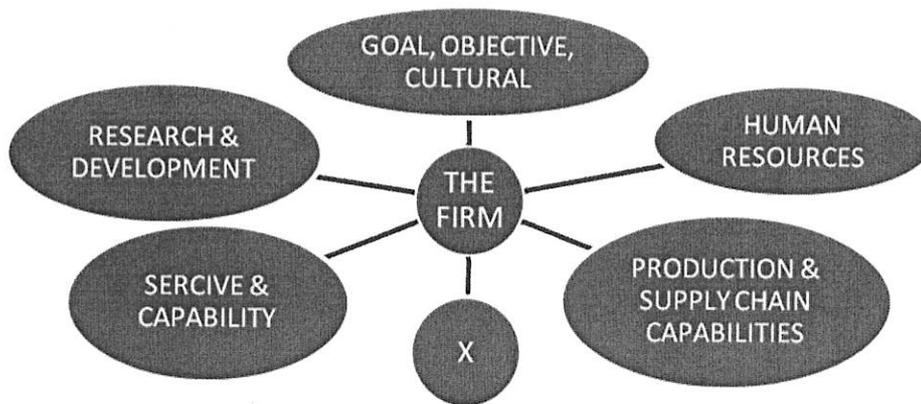
1. Sales is [CLO1]

- A. the activity or business of selling products or service.
- B. the activity of transferring the money to product and service.
- C. the activity of people handling business about product and service.
- D. the activity or business of making product or service.

2. _____ involves two-way, personal communication between salespeople and individual customers, either in person, by telephone, or through Web conferences.
[CLO1]

- A. Advertising
- B. Public relations
- C. Personal selling
- D. Telemarketing

3.



What is the suitable answer for X? [CLO1]

- A. Marketing resources
 - B. Operation resources
 - C. Financial resources
 - D. Technology resources
4. A sale manager manages the entire sales force to produce a team of effective salesperson. To achieve this, he should do all the following **EXCEPT** [CLO1]
- A. Identifies sources of recruitment of new sales personnel
 - B. Provides training to old and new sales personnel
 - C. Motivates sales personnel toward better performance
 - D. Provides a better and safe workplace
5. All of the variables below are the internal (organizational) environment factors **EXCEPT** [CLO1]
- A. Human Resources
 - B. Service capabilities
 - C. Technology resources
 - D. Financial resources

6. Which of the following is **FALSE** about natural environment? [CLO1]
- A. The nature influences demand for many products
 - B. The natural environment is an important consideration in the development of marketing and sales plans.
 - C. The natural environment is not influences the customer needs.
 - D. The natural environment is the source all of the raw material and energy resources.
7. The principles of personal selling are described as _____ orientation [CLO2]
- A. transaction
 - B. product
 - C. customer
 - D. service
8. Looking for new customers is called [CLO2]
- A. presenting
 - B. prospecting
 - C. soliciting
 - D. approaching

9. Salespeople should be trained in recognizing _____ signals from the buyer, which can include physical actions such as leaning forward and nodding or questions about prices and credit terms. [CLO2]
- A. qualifying
 - B. follow-up
 - C. objection
 - D. closing
10. SRC Refrigeration sells refrigerated display cases for flowers. When the salesperson asks a retailer, "Do you want to order the two-door model 350F or the Model 719F with the single door?". Which stage of the selling process has been executed? [CLO2]
- A. Handling objection
 - B. Close
 - C. Follow-up
 - D. Approach
11. _____ is the sales force to increase business from current and potential customers by providing them with merchandising and promotional assistance. [CLO 3]
- A. Trade servicer
 - B. Missionary seller
 - C. Technical seller
 - D. New business seller

12. "The sales force's primary job is to increase business from the current and potential customer by providing them with technical and engineering information and assistance".

This statement refers to [CLO 3]

- A. trade servicer
- B. missionary seller
- C. technical seller
- D. new business seller

13. All of the following are the advantages for external sources in recruitment **EXCEPT** [CLO 3]

- A. To fill entry-level job
- B. To acquire skills not possessed by current employee
- C. To obtain employees with different backgrounds to provide new ideas
- D. To reduce the cost of the training

14. In the external sources of recruitment, which one can be the source of recruits for the firms when they use the newspapers as their medium to attract the job applicants?

[CLO 3]

- A. Advertisement
- B. Educational institutions
- C. Employment agencies
- D. Internet

15. Commission is a type of compensation plan. What is the primary objective of this type of compensation? [CLO 3]
- A. To make salesperson happy when performing the sales
 - B. To convince the salesperson to make the sale
 - C. To motivate sales force to expend salesperson effort
 - D. To increase salesperson income in the given time period
16. Lee Min Ho is a sales manager at Peace Limited and has been serving nearly 10 years. He deals with various problems. He feels that he needs to organize a training course for his salespeople to improve and enhance their communication skills. Select the most appropriate training method that he should use for the course [CLO3]
- A. On the job training
 - B. Role play
 - C. Lectures
 - D. Correspondence training
17. Which of the following is **TRUE** about the tips for developing time management plan? [CLO4]
- i. List activities you want to do daily.
 - ii. Leave behind your priorities.
 - iii. Pursue your planned goals but modify if necessary.
 - iv. Make daily or weekly goals and activity planning a habit.
- A. i, ii and iii
 - B. i, iii and iv
 - C. i, ii and iv
 - D. ii, iii and iv

18. Expenses plan can be categorize as follows, **EXCEPT** [CLO 4]

- A. Unlimited plans
- B. Limited payment plans
- C. Reimbursement payment plans
- D. Fixed allowance

19. A _____ is a salesperson's write-up of his or her completed sales activities. [CLO4]

- A. call plan
- B. call report
- C. time-and-duty analysis
- D. expense report

20. The types of sales report are [CLO4]

- A. calls report, expense report, order report
- B. expense report, order report, sales report
- C. order report, calls report, customer card files
- D. call report, expense report, sales report

21. Which of the following is **FALSE** about a Sales Report? [CLO4]

- A. Periodic reports on territorial business conditions and competitive activities.
- B. Report on new or potential new business
- C. Report on sales forecast
- D. Report on customer complaints or adjustment

22. All the following are the ways which a salesperson must updated and improve their skills and efficiency in facing current marketing environment. Choose the right answer. [CLO 3]

- i. International / Global marketing
 - ii. Customer partnerships
 - iii. Personal skill
 - iv. Diversity of sales people and customers.
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- A. i, ii and iii
 - B. ii,iii and iv
 - C. i, iii and iv
 - D. All of the above

23. The quality of a salesperson is to be loyal. Loyalty means [CLO3]
- A. loyal to the company
 - B. loyal to products
 - C. loyal with the colleagues
 - D. all of the above
24. A salesperson should be honest and truthful about himself, his company and the product offering. This statement refers to [CLO 3]
- A. genuine enthusiasm
 - B. integrity
 - C. resilience
 - D. acceptable to people
25. As a salesperson, they expect a Direct Selling Association member company to [CLO 3]
- A. describe the relationship between salesperson and the company verbally
 - B. explain how to return a product or cancel an order
 - C. provide adequate training to help you operate ethically
 - D. expose salesperson private information's

SECTION B**ESSAY (75 marks)****INSTRUCTION:**

This section consists of **THREE (3)** essay questions.

Answer **ALL** questions

QUESTION 1

- a) Prospecting is very important to find a potential customers. There are few sources of prospect who could promote the sales person in his job. Explain **FIVE (5)** sources of prospecting. [CLO2]

(10 marks)

- b) Explain **FIVE (5)** approach techniques which can be used by a sales person in carrying out good sales activities. [CLO2]

(15 marks)

QUESTION 2

- a) Recruiting is one way of obtaining a pool of qualified candidates. Briefly explain the terms that should be used in recruitment process: [CLO3]

i) Job Description

ii) Job specification

(5 marks)

- b) In the selection of salespeople, one interview or more is conducted to the most desirable candidates. By giving an appropriate examples, explain **FIVE (5)** common failings in the interview selection. [CLO3]

(20 marks)

QUESTION 3

- a) Explain **FIVE (5)** personality characteristics that will help in developing salesperson's personal skill. [CLO3]

(10 marks)

- b) Ethics is defined as the code of moral principles and values that govern the behaviors of a person or a group with respect to what is right or wrong. There are some common ethical problems faced by salesperson in dealing with customer. Explain the meaning of ethical problems below: [CLO3]

- i) Bribes
- ii) Misrepresentation
- iii) Price discrimination
- iv) Tie-in sales
- v) Sales restrictions

(15 marks)