



Certificate in Selling - Stage 2

PRACTICE OF SELLING

FRIDAY, MAY 9, 2003. TIME: 9.30 am - 12.30 pm

Please attempt **FIVE** questions.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark the **FIRST** five questions in your Answer Book).

All questions carry equal marks.

Do **NOT** repeat question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

1. Discuss the impact of cultural factors on international selling strategy.
2. As sales manager for a large business-to-business company prepare a presentation for your board of directors making your case for a key account management structure to be introduced into the company.
3. Propose a mix of performance measures suitable for a fast-moving consumer goods sales force with a long-established reputation in the market.
4. As a sales director addressing a group of soon-to-qualify business undergraduate students outline the primary and secondary responsibilities sales people have in the achievement of a company's long-term sales success.
5. Suggest the likely economic and emotional choice criteria a procurement manager is likely to use when considering the purchase of a company car fleet.
6. Describe Wotruba's **five** stages in the evolution of selling.
7. Suggest options a company can consider when looking for greater integration of their sales and marketing functions.
8. Detail the issues faced by a sales manager in relation to sales territories.