



SELLING AND SALES MANAGEMENT

NOVEMBER 2021

MOCK EXAMS

Time: 9:00AM – 12:00PM

Date: 4th December 2021

Three hours duration

The Mock will be 3 hours in duration

The mock has **TWO** Parts.

Part 1 is worth 40% of the total marks available

Part 2 is worth 60% of the total marks available.

You are required to give your answers in the GSM answer book provided. Do not repeat the task in your answer but show clearly the number of the task attempted on the appropriate pages of the answer book. Please start each task on a new page.

Rough work and notes **must** be written in the answer book or on supplementary sheets and **must** be clearly identified.



Part A - QUESTION 1 (Compulsory)**THE LOST COMPUTER SALE**

Kweku Amponsah, managing director of Kumawu Cleaning Services, had decided that a personal computer could help solve his cash flow problems. What he wanted was a machine which would store his receipts and outgoings so that at a touch of a button he could see the cash flow at any point in time. A year ago, he got into serious cashflow difficulties simply because he did not realise that, for various reasons, his short-term outflow greatly exceeded his receipts.

He decided to visit a newly opened personal computer outlet in town on Saturday afternoon. His wife, Mansa, was with him. They approached a salesperson seated behind a desk.

Kweku: Good afternoon. I'm interested in buying a personal computer for my business. Can you help me?

Salesperson: Yes, indeed, sir. This is the fastest growing network of personal computer centres in the country. I have to see a colleague for a moment, but I shall be back in a few minutes. Would you like to have a look at this brochure and at the models we have in the showroom?

[Salesperson gives them the brochures and leaves them in the showroom.]

Mansa: I don't understand computers. Why are some bigger than others?

Kweku: I don't know. What baffles me are all these buttons you have to press. I wonder if you have to do a typing course to use one.

[Kweku and Mansa look round the showroom asking each other questions and getting a little confused. The salesperson returns after five minutes.]

Salesperson: Sorry to take so long but at least it's given you a chance to see what we have in stock. You tell me you want a computer for work. I think I have just the one for you.

[Salesperson takes Kweku and Mansa to a model.]

This could be just up your street. Not only will this model act as a word processor, but it will also do your accounts, financial plans and stock control as well. It has full graphic facilities so that you can see trend lines on the screen at the touch of the button. You can also send emails and access the internet.

Mansa: It looks very expensive. How much will it cost?

Salesperson: A lot less than you think. This one cost GHC1,000, which is quite cheap.

Mansa: I've seen advertisements in newspapers for computers which are a lot less expensive.



Salesperson: Yes, but do they have a Core 2 Quad processor with 3GB of memory and a 640GB hard drive? And do they contain ATI's bestselling Radeon graphics card and the latest media card reader?

Mansa: I don't know, but they looked quite good to me.

Kweku: It looks very complicated to use.

Salesperson: No more complicated than any of the other models. The computer comes with a full set of instructions. My 12-year-old son could operate it.

Kweku: What's this button for?

Salesperson: That moves the cursor. It allows you to delete or amend any character you wish.

Kweku: I see.

Salesperson: I've left the best till last. Included in the price are three software programs which allow the machine to be used for spreadsheet analysis, stock control and word-processing. I'm sure your business will benefit from this computer.

Kweku: My business is very small. I only employ five people. I'm not sure it's ready for a computer yet. Still, thank you for your time

You are to write a report to Kweku Amponsah and in that report, you are to:

1. Compare and contrast the ways in which consumers and organisations buy products and services. 10 marks
2. Explain what practical importance the study of organisational buyer behaviour is to the personal selling function? 10 marks
3. State and explain 4 administrative functions of a salesperson. 8 marks
4. Mention any 4 illegal/unethical issues pertaining to business issues. 8 marks

(Candidates will be awarded 4 marks for a correct report format with bullet points or numbered sections.) (4 marks)

(Total 40 marks)



PART B – Answer THREE Questions Only

QUESTION 2

(a) In a report to the Chief Executive of a company selling fresh meat to supermarkets, briefly explain five methods of communicating with your customers to support your selling effort.

(10 marks)

(b) Explain why the following are important for a salesperson selling fresh meat to supermarkets:

(i) negotiating **(5 marks)**

(ii) after-sales follow up. **(3 marks)**

(Candidates will be awarded 2 marks for a correct report format with bullet points or numbered sections.) (2 marks)

(Total 20 marks)

QUESTION 3

In a company exporting sports shoes, outline the main advantages you would expect from using:

(a) an overseas distributor (5 marks)

(b) an agent (5 marks)

(c) an export house (5 marks)

(d) an overseas subsidiary. (5 marks)

(Total 20 marks)

QUESTION 4

(a) You have been appointed as the Sales Manager for a company selling chocolate products to retailers.

In a report to your Chief Executive, explain the importance of market segmentation and targeting for these products. **(8 marks)**

(b) In this same report, explain how you would set standards of performance for the sales force. **(10 marks)**

(Candidates will be awarded 2 marks for a correct report format with bullet points or numbered sections.) (2 marks) **(Total 20 marks)**

QUESTION 5

As a sales manager of a large company selling a range of engineering products you have recently lost a key customer. Explain how the following could help you recover lost sales:

- (a) public relations **(5 marks)**
- (b) sales promotions **(5 marks)**
- (c) training objectives **(5 marks)**
- (d) on the job training. **(5 marks)**

(Total 20 marks)

QUESTION 6

Explain, in a context of a large bicycle manufacturing company:

- (a) reverse marketing **(5 marks)**
- (b) total quality management **(5 marks)**
- (c) new customer accounts, re-buy and modified re-buy **(5 marks)**
- (d) setting prices. **(5 marks)**

(Total 20 marks)

QUESTION 7

(a) Why is it important for a sales representative of a chocolate sweet company to carry out an environmental audit of a territory? **(10 marks)**

(b) (i) Explain five reasons why this chocolate sweet company should hold a customer database. **(5 marks)**

(ii) List five items of information which you wish to include in the customer database. **(5 marks)**

(Total 20 marks)





