

CENTRAL UNIVERSITY



FRIST SEMESTER 2018 / 2019 EXAMINATION

**CENTRAL BUSINESS SCHOOL
DEPARTMENT OF MARKETING
SELLING & SALES MANAGEMENT
COURSE CODE: CBMK 303
MIOTSO & MATAHEKO; MORNING & WEEKEND
TIME DURATION: TWO (2.5) HOURS
EXAMINERS: ROBERT DZOGBENUKU/ VICTOR ACHIRIGA**

INSTRUCTIONS

ANSWER ANY THREE (3) QUESTIONS

DO NOT TURN THIS PAGE UNTIL YOU HAVE BEEN TOLD TO DO SO

BY THE INVIGILATORS

1. As a marketing student of Central University, an FMCG intermediary operating within your community has asked you to recommend five major qualities and skills salesmen must possess to be effective and efficient on a sales job. Discuss the above with relevant examples to support your recommendations. (20 marks)
2. You have been appointed as a Corporate Sales Executive of a construction firm of your choice in Accra. At the interview for this job, the panel has tasked you to explain to them the corporate buying process. Respond to them in a memo using relevant examples to aid your explanation. (20marks)
3. Sales objections are normal phenomenon associated with most sales presentations.
 - a. List any 5 types of sales objectives. (5 marks)
 - b. Discuss with relevant examples any four (4) methods for managing/handling sales objections. (15 marks)
4. a. Differentiate between the build-up and break down procedures for designing sales territories. (6 marks)
 - b. A multinational firm operating across Ghana is contemplating placing its sales team into territories as the firm is challenged with managing them. Playing the roles of a Sales Advisor, recommend any four (4) benefits of operating within sales territories and how this could impact on sales growth. (14 marks)
5. a. State and discuss the three main content of typical sales negotiations activities. (9 marks)
 - b. As a sales manager, briefly explain the job description of a technical sales job meant to attract potential technical professionals into sales jobs.