

CENTRAL UNIVERSITY



RESIT EXAMINATION

CENTRAL BUSINESS SCHOOL

DEPARTMENT OF MARKETING

SELLING & SALES MANAGEMENT

COURSE CODE: CBMK 303

TIME DURATION: TWO (2) HOURS

INSTRUCTIONS

ANSWER ANY THREE (4) QUESTIONS

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BY THE INVIGILATORS AND RETURN THE QUESTION PAPER TO
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 that a professional salesmen must possess to be effective and efficient on a sales job. Discuss the above with relevant examples **(25 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 have tasked you to explain to them the corporate buying process. Response to them in a memo with relevant examples to aid your explanation. **(25marks)**

3. Sales objections are normal phenomenon associated with most sales presentations.
 - a. List any 5 types of sales objections. **(5 marks)**
 - b. Discuss with relevant examples four (4) strategies that can used in handling sales objections. **(20 marks)**

4. a. Differentiate between the build-up and break down procedures for designing sales territories. **(5 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 firms operating within territories could gain over others that are not to sales grow sales. **(20 marks)**

5. a. State and discuss three main content of a typical sales negotiations activity. **(10 marks)**
 - b. As a sales expert, briefly explain content of job description of a technical sales officer that could attract potential professionals to apply for technical jobs **(10 marks)**