

Name: _____ Index No: _____

1902/101

Candidate's Signature: _____

PRINCIPLES AND PRACTICE OF SELLING

Date: _____

November 2015

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

CRAFT CERTIFICATE IN SALES AND MARKETING

PRINCIPLES AND PRACTICE OF SELLING

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of the examination in the spaces provided above.

This paper consists of **TWO** sections; **A** and **B**.

Answer **ALL** questions in section **A** and any **FOUR** questions in section **B** in the spaces provided in this question paper.

Candidates should answer the questions in English.

For Examiner's Use only

Section	Question	Maximum Score	Candidate's Score
A	1 - 10	32	
B	11	17	
	12	17	
	13	17	
	14	17	
	15	17	
Total Score			

This paper consists of 16 printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

SECTION A (32 marks)

Answer ALL the questions in this section.

1. Give **three** reasons that make it necessary for a salesperson to make a follow up on every sale that he makes. (3 marks)
- (i) _____
- (ii) _____
- (iii) _____
2. State **three** circumstances under which it would be appropriate for a retail store to use window displays for products. (3 marks)
- (i) _____
- (ii) _____
- (iii) _____
3. One of the responsibilities of a salesperson is to assist the distributors of the company's products. Outline **four** activities involved in providing such assistance. (4 marks)
- (i) _____
- (ii) _____
- (iii) _____
- (iv) _____
4. XYZ company intends to launch a trade sales promotion campaign with its distributors. List **four** methods of such promotion that the firm could use. (4 marks)
- (i) _____
- (ii) _____
- (iii) _____
- (iv) _____

5. One of the components of a sale is price. Give **three** reasons that make price an important element of a sale. (3 marks)
- (i) _____
- (ii) _____
- (iii) _____
6. State **three** ways in which a service provider would reduce the problems arising from the service quality of inseparability. (3 marks)
- (i) _____
- (ii) _____
- (iii) _____
7. List **three** types of selling aids that a salesperson should prepare for use in a sales presentation. (3 marks)
- (i) _____
- (ii) _____
- (iii) _____
8. State **three** reasons that make it necessary for the special handling given to major accounts by many firms. (3 marks)
- (i) _____
- (ii) _____
- (iii) _____
- (iv) _____
9. List **three** responsibilities of a missionary salesperson. (3 marks)
- (i) _____
- (ii) _____
- (iii) _____

10. State **three** ways in which a salesperson would help to trigger problem recognition by an organization. (3 marks)
- (i) _____
- (ii) _____
- (iii) _____

SECTION B

*Answer any **FOUR** questions from this section on the spaces provided.*

11. (a) Benda Manufacturers Limited have decided to adopt personal selling as its main form of promotion. Explain **four** benefits that may accrue to the firm from this choice. (8 marks)
- (b) Describe **six** characteristics of an industrial market. (9 marks)
12. (a) Jemu, a travelling salesperson intends to embark on a sales trip to a certain county. Explain **six** preparations that Jemu should make to ensure that the trip is a success. (9 marks)
- (b) Describe **four** types of point - of - purchase displays that a supermarket may use to promote products. (8 marks)
13. (a) Seneiya, was employed recently as a salesperson by ABC Company Limited to sell high value computer systems and accessories. Highlight **six** ways of personal grooming that would compromise the image of selling as a profession. (9 marks)
- (b) WXY Company Limited, a manufacturer of cosmetics has decided to use price discounts as a way of promoting sales. Explain **four** advantages of using this method. (8 marks)
14. (a) Describe **six** categories into which a buyer-supplier relationship may be classified. (9 marks)
- (b) Musau, a salesperson intends to use an educational seminar to prospect for customers. Explain the advantages of using this source of prospects. (8 marks)

