

Name _____ Index No. _____ / _____

2902/101

Candidate's Signature _____

PRINCIPLES AND PRACTICE OF SELLING

July 2015

Date _____

Time: 3 hours

**THE KENYA NATIONAL EXAMINATIONS COUNCIL****DIPLOMA 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 examination in the spaces provided above.**This paper consists of **SEVEN** questions.**Answer any **FIVE** questions in the spaces provided in this question paper.**All questions carry equal marks.**Do **NOT** remove any pages from this question paper.**Candidates should answer the questions in English.***For Examiner's Use Only**

Question	1	2	3	4	5	6	7	TOTAL SCORE
Candidate's 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.**

1. (a) Ngina has been hired as a salesperson by a firm dealing in office equipment. Outline the essentials of a good sales approach that she should use in carrying out her duties. (10 marks)
- (b) A customer is required to carefully scrutinize an invoice issued by a salesperson. Explain the reasons for such requirement. (10 marks)
2. (a) Joha, a newly recruited salesperson in an insurance company, should like to know the ethical conduct expected of him in carrying out his work. Highlight such ethical conduct. (10 marks)
- (b) Major accounts are defined by certain characteristics. Outline these characteristics. (10 marks)
3. (a) Paul recently secured a job as a salesperson in a certain company. Explain to him the closing signals from a customer that he should monitor in his sales presentation. (10 marks)
- (b) Stella works as a salesperson in a shop selling clothes. Explain the ways in which she could effectively stimulate customers' interest to buy more from her. (10 marks)
4. (a) There are certain indicators that a salesperson could monitor to gauge level of satisfaction of a major account customer. Outline these indicators. (10 marks)
- (b) Many organizations today are increasingly adopting relationship selling. Explain the reasons for such tendency. (10 marks)
5. (a) Most supermarkets find it necessary to have attractive displays for the products they sell. Explain the reasons for such practice. (10 marks)
- (b) Explain the ways in which a salesperson in a retail outlet could deal with dissatisfied customers. (10 marks)
6. (a) Popeto Ltd recently established sales territories for its salespeople. Explain the reasons for such a move. (12 marks)
- (b) For a salesperson to be effective in his work he requires certain language skills. Outline these skills. (8 marks)
7. (a) There are certain features that define a travelling salesperson. Outline these features. (10 marks)
- (b) A salesperson is expected to possess thorough knowledge of the products that he/she sells. Highlight the aspects of such product knowledge. (10 marks)