

2902/101  
PRINCIPLES AND PRACTICE  
OF SELLING  
July 2017  
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN SALES AND MARKETING

MODULE I

PRINCIPLES AND PRACTICE OF SELLING

3 hours

**INSTRUCTIONS TO CANDIDATES**

*This paper consists of SEVEN questions.  
Answer any FIVE questions in the answer booklet provided.  
Candidates should answer the questions in English.*

**This paper consists of 2 printed pages.**

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

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**Turn over**

1. (a) Outline **five** features that define personal selling. *generalisation, presentation, travelling person, persuading, convincing* (10 marks)
- (b) Zungu, a newly recruited sales person would like to know the indicators for closing a sale. Explain to him **five** such signals. *changing a waiter into a needed buyer* (10 marks)
2. (a) Explain **five** methods that a sales person could use in prospecting for customers. *prospecting, pre-approach, approach, presentation, trial-closing, closing* (10 marks)
- (b) A sales person requires to prepare himself thoroughly to enhance effectiveness of sales presentation. Explain **five** ways in which a sales person can make such preparation. *more about the product, language* (10 marks)
3. (a) Tawi Limited periodically gives its customers cash discount. Explain **five** demerits of giving this form of discount. (10 marks)
4. (a) Hassan, a sales person for Hindi Limited was recently disqualified from being a travelling sales person. Explain **five** factors that might have contributed to such disqualification. *poor treatment of the clients, not used the law of average, not obeying the rules of the company, not been honest, bad way of approaching* (10 marks)
- (b) Ropez Limited uses horizontal evaluation to assess sales people's performance. Explain **five** limitations of this evaluation method. (10 marks)
5. (a) Organizations derive certain benefits from relationship selling. Outline **five** such benefits. *flexibility, customer care, lowering of the cost, negotiation* (10 marks)
- (b) Explain **five** personal traits that a sales person should possess to enhance success in his selling duties. *listen, respect, patience, caring* (10 marks)
6. (a) Kamuzu, a sales person in charge of key account is keen on ensuring excellent management of the account. Explain **five** benefits that could be derived from effective management of such accounts. *no mistakes, clearness, objectives of the customer, no time wastage* (10 marks)
- (b) There are various objections that a sales person could encounter in selling. Outline **five** such objections. *unwilling to buy the product, insecurity, inflation, weather, transportation* (10 marks)
7. (a) Janet, a sales person for Chip Limited has been experiencing strained relationship with her key accounts. Explain **five** selling practices that may account for the strained relationship. (10 marks)
- (b) There are a number of cultural challenges that a travelling sales person could encounter in the course of duty. Explain **five** such challenges. (10 marks)
- (b) Many organizations today are striving to create an image of customer oriented selling by ensuring sales force training. Outline **five** characteristics of such customer oriented selling. (10 marks)

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rejection

be honest

behaviour habits

experience

maintaining

attitude, drop the checklist

complaints

title

objects

items

approaching

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