

2902/101  
PRINCIPLES AND PRACTICE  
OF SELLING  
November 2018  
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.*

*All questions carry equal marks.*

*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) Juliet recently got a job as a salesperson in a shop. Explain **five** types of selling that she could engage in during her work. (10 marks)
- (b) Hassan recently got a job as a salesperson for a furniture making company. Explain to him **five** types of information he could disseminate to the potential customers in order to induce sales. (10 marks)
2. (a) Explain **five** features of an effective sales demonstration. (10 marks)
- (b) Highlight **five** social qualities that a salesperson should possess to enhance effectiveness in his work. (10 marks)
- ✓ 3. (a) Hamisi deals with the major accounts of an organization. Explain five ways in which he could enhance his relationship with such accounts. (10 marks)
- (b) There are certain circumstances under which an organization may find it necessary to grant cash discount to its customers. Outline five such circumstances. (10 marks)
- ✓ 4. ✓ (a) Texco Insurance Company is in the process of establishing sales quotas for its salespeople. Explain **five** factors that may limit the effectiveness of such sales quotas. (10 marks)
- (b) Jumaa, a salesperson for Potex Electronic Ltd, intends to demonstrate the operation of a certain product. Explain **five** limitations of such a demonstration. (10 marks)
5. (a) For a salesperson to be effective in his work he should possess certain physical qualities. Highlight **five** of these qualities. (10 marks)
- (b) Alice has just been recruited as a salesperson for an insurance company. Outline **five** duties that she would be expected to perform in her job. (10 marks)
- ✓ 6. (a) Explain **five** benefits that an organization may derive from enhancing the satisfaction of its major accounts. (10 marks)
- (b) One aspects of sales preparation for a salesperson is time management. Explain five ways in which such salesperson can enhance effectiveness of time management. (10 marks)
- ✓ 7. (a) A travelling salesperson should be of good character. Explain **five** characteristics that should demonstrate the expected good behaviour. (10 marks)
- (b) A number of organizations are increasingly finding it necessary to organise their salespeople on sales territories. Explain **five** benefits of such sales organization. (10 marks)

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