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# PRINCIPLES & PRACTICE OF SELLING

December 2021

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## Time allowed

Three hours

## Instructions

- Write the question number next to each answer in your answer booklet.
- You are not required to rewrite the question in your answer booklet.
- Ensure that you pay particular attention to words in **bold**.

## Information

- Different questions may carry a different number of marks.
- Marks for each question are shown in [ ].

## Advice

- Read each question carefully before you start to answer it.
- Use the full time permitted and check all your answers.

## Materials

- Notes or books are not permitted.
- Non-programmable calculators are permitted.

**ANSWER ANY FIVE QUESTIONS FROM THE FOLLOWING EIGHT QUESTIONS**

1. Describe each of the following using examples to support your description:
  - (a) The stages of the market diffusion process [10 marks]
  - (b) The factors that can affect the rate of innovation [10 marks]
2. Explain the differences between consumer buying and organisational buying which influence the marketing of products and services. [20 marks]
3. Describe **five** factors that must be considered in selecting sales channels. [20 marks]
4.
  - (a) Discuss **five** reasons for a company's participation in an exhibition. [10 marks]
  - (b) Explain the ways in which a salesforce can use an exhibition. [10 marks]
5. Evaluate the advantages and disadvantages of each of the following methods of international selling:
  - (a) Licensing [4 marks]
  - (b) Use of distributors [4 marks]
  - (c) Joint ventures [4 marks]
  - (d) Direct exporting [4 marks]
  - (e) Use of export houses [4 marks]
6. Explain each of the following factors that must be considered by a sales negotiator:
  - (a) The balance of power between the parties [10 marks]
  - (b) The concessions to be offered to the other parties [10 marks]
7. Explain what is meant by each of the following terms:
  - (a) Faulty goods [4 marks]
  - (b) Exclusion clauses [4 marks]
  - (c) Inertia selling [4 marks]
  - (d) Collusion between sellers [4 marks]
  - (e) Buying by credit [4 marks]
8. Explain **five** methods used by salespeople when closing a sale. [20 marks]

**END OF QUESTIONS**