**GENERAL DIRECTIONS**

- All the questions are compulsory and **must** be answered.
- Use only pen for writing answers.
- Double answers will not carry any marks.
- Observe correct spellings.

**Level: Diploma II**

Date | 31 March 2016 (Thursday) | Time | 12:00 - 02:00 pm

<table>
<thead>
<tr>
<th>Type of Question</th>
<th>Allocated Marks</th>
<th>Secured Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. True or False</td>
<td>8 X 1 mark = 8</td>
<td></td>
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<tr>
<td>II. Multiple Choice</td>
<td>6 X 1 mark = 6</td>
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<tr>
<td>III. Short Answer</td>
<td>4 X 3 marks = 12</td>
<td></td>
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<tr>
<td>IV. Long Answer</td>
<td>4 X 6 marks = 24</td>
<td></td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>50</strong></td>
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</tbody>
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**TOTAL SECURED MARKS IN WORDS**

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Marked by : Dr. Florentino

Verified by :

Signature :

Date :
I. TRUE OR FALSE  
(8 x 1 mark = 8 marks)

Tick the word TRUE if the statement is correct and FALSE if it is wrong.

1. Personal selling occurs through online chat.  
   TRUE  FALSE

2. Account executive is a person who sells goods on behalf of the seller.  
   TRUE  FALSE

3. The selling process is the same from industry to industry.  
   TRUE  FALSE

4. Decentralization of control means the location of all managers is at one facility.  
   TRUE  FALSE

5. Hybrid sales organization has two or more organizational types.  
   TRUE  FALSE

6. Sales is the key to success of organizations and managers.  
   TRUE  FALSE

7. Changes in the sales environment create no selling opportunities.  
   TRUE  FALSE

8. Sales organization is responsible for negotiating sales.  
   TRUE  FALSE

II. MULTIPLE CHOICE  
(6 x 1 mark = 6 marks)

Choose the most appropriate answer by darkening the letter-box at the right side.

1. Which customer of industrial selling needs the product to produce their own product?

   A. Reseller  
   B. Business User  
   C. Institution  
   D. Government  

A  B  C  D
2. This principle requires that each employee should report to only one person within the sales organization.
   A. Span of Control
   B. Organizational Specialization
   C. Centralization of Decision Making
   D. Unity of Command
   
3. Which task in the selling process is locating potential customers?
   A. Maintaining Sales Leads
   B. Generating Sales Leads
   C. Qualifying Sales Leads
   D. Meeting Sales Leads
   
4. Which step in personal selling is meeting the prospect in person?
   A. Closing Sales
   B. Approaching
   C. Demonstration
   D. Prospecting
   
5. This type of sales organization assigns each sales person to sell all products to all customers within a specific geographic location.
   A. Functional Specialized Sales Organization
   B. Product Specialized Sales Organization
   C. Geographically Specialized Sales Organization
   D. Customer Specialized Sales Organization
   
6. Which sales environment describes the structure of the population of a country?
   A. Customers
   B. Ethics
   C. Economics
   D. Social Demographics
III. SHORT ANSWER QUESTION  
(4 x 3 marks = 12 marks)

Write in short and clear statements. Limit your ideas/points as required in each question. Excess answer(s) will not earn any mark.

1. Describe the following objectives of personal selling: 

   (3 marks)

   ANSWER KEY

   Building Product Awareness

   ______________________________________________________________
   ______________________________________________________________
   ______________________________________________________________

   Reinforcing the Brand

   ______________________________________________________________
   ______________________________________________________________
   ______________________________________________________________

   Stimulating Demand

   ______________________________________________________________
   ______________________________________________________________
   ______________________________________________________________

2. Describe any three (3) types of sales presentation. 

   (3 marks)

   ______________________________________________________________
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3. What is a Line Sales Organization? Write two desirable features of Line Sales Organization.  
(1 + 2 = 3 marks)

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4. Write at least two tasks of the following basic sales activities: (3 marks)

Product Servicing __________________________________________________________

_________________________________________________________________________

_________________________________________________________________________

Conferences and Meetings ____________________________________________________

_________________________________________________________________________

_________________________________________________________________________

_________________________________________________________________________

Training _________________________________________________________________

_________________________________________________________________________

_________________________________________________________________________
IV. LONG ANSWER QUESTION (4 x 6 marks = 24 marks)

Number and state main ideas/points clearly. Then, explain it in your own words and in proper context.

Question 1. Assumed you are selling mobile phones. Select one brand. Explain with examples the following information about your product: (2 + 2 + 2 = 6 marks)

a) Features
b) Advantages
c) Benefits

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Question 2. Discuss the following advantages of personal selling: (2 + 2 + 2 = 6 marks)
(a) Low Cost of Marketing,
(b) Product Demonstration, and
(c) Convey More Information.
Question 3. (a) Explain with examples any two (2) tasks of sales organization.
(b) Explain the first two steps in sales organization development process, such as: determine the tasks and classify the tasks. (4 + 2 = 6 marks)
Question 4. Explain with examples the following extra or value added benefits that you may offer to your customers: (2 + 2 + 2 = 6 marks)

a) Value Added Product Benefits
b) Value Added Salesperson Benefits
c) Value Added Company Benefits