INSTRUCTIONS TO THE CANDIDATES

- All the questions are compulsory and MUST be answered.
- Use only PEN for writing answers.
- Double answers will not carry any extra marks.
- Observe correct spelling.

Diploma 2nd Year (Business)

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<thead>
<tr>
<th>Date &amp; Day</th>
<th>April 7, 2016 (Thursday)</th>
<th>Time</th>
<th>12:00 – 02:00 PM</th>
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<tr>
<th>Types of Questions</th>
<th>Allocated Marks</th>
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<tbody>
<tr>
<td>I. True or False Questions</td>
<td>10 x 1 = 10 marks</td>
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<tr>
<td>II. Multiple Choice Questions</td>
<td>10x 1 = 10 marks</td>
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<tr>
<td>III. Short Answer type Questions</td>
<td>4 x 4 = 16 marks</td>
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<td>IV. Long Answer type Questions</td>
<td>2 x 7= 14 marks</td>
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<td>TOTAL</td>
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TOTAL MARKS SECURED IN WORDS

Marked by : 
Signature : 
Date : 

Verified by : 
Signature : 
Date : 
1. Missionary salespeople provides technical assistance to order-oriented salespeople.

2. Delphi method aims to attain a consensus forecast.

3. Employment references are the valid predictors of a person’s behavior.

4. A good leader includes other people in achieving the organization’s objectives.

5. Sales planning includes creation of sales objectives, sales strategies and tactics.

6. Increasing the firm’s sales by selling to new customers is a concern of order-takers sales people.

7. Quotas re-direct the activities of sales people.

8. The product life cycle is a qualitative factor of sales objectives.

9. “Providing a uniform service and selling solutions” is an example of key account management process.

10. Market potential is the maximum total sales revenue of all suppliers of a product in a market during a certain period.
II. MULTIPLE CHOICE QUESTIONS (Please Tick [√] for the correct Answers) (10 x 1= 10 marks)
(Suggested time: 10 minutes)

1. The unit sales for a specific future time based on projected marketing plan and presumed market environment refers to _____________
   a) Sales quota
   b) Sales potential
   c) Sales forecast
   d) Market potential

   A   B   C   D

2. The ______________ helps order-oriented sales people in facilitating sales activities and enhancing relationship with customers.
   a) Support personnel
   b) Order-takers
   c) Order-getters
   d) Delivery sales personnel

   A   B   C   D

3. Which of the following describes “employment references”?
   a) Evaluative information about the applicant
   b) Record of facts about an applicant’s educational background and work experience
   c) Names of persons from whom information can be obtain regarding applicant’s ability and character
   d) Person of interest

   A   B   C   D
4. “If salespeople do not sell anything, they do not earn anything” is a compensation plan that refers to ________________

a) Straight salary plan
b) Straight commission plan
c) Combination salary plan
d) Recognition plan

5. ______________ are the common method used in locating prospective candidate for the job?

a) Interview and psychological test
b) Internal and external sources
c) Job qualifications and Job descriptions
d) Employment reference and physical examination

6. Which of the following combinations is a type of profit quota?

a) Gross margin quota & net profit quota
b) Gross margin quota & sales volume quota
c) Gross margin quota & expense quota
d) Gross margin quota & activity quota

7. In quantitative forecasting, “naïve method” is expressed and computed as ________________

a) This year’s sales x this year’s sales
   Last year’s sales
b) Budgeted operating expenses + Expected profit
c) Total market sales x Market share
d) Estimated selling price per unit x estimated sales in units
8. ______________ is a set of activities that needs to be performed to achieve the goals of sales force.
   a) Operational planning
   b) Strategic planning
   c) Sales plan
   d) Sales planning process

9. The continuous process of checking external environment to identify customer’s needs, competitive actions and technological changes is ______________
   a) Assessing salespeople
   b) Segmenting customers
   c) Scanning the territory
   d) Developing key account strategy

10. The encouragement, power, direction and determination towards selling tasks is known as ______________
    a) Sales motivation
    b) Sales leadership
    c) Sales training
    d) Sales compensation
III. SHORT ANSWER TYPE QUESTIONS

Discuss each statement briefly according to the context of the course
(Suggested time: 40 minutes)

(4 x 4 = 16 marks)

Note: Students are reminded to limit their answer on what is required only. Any excess answer, other than what is asked or required shall not earn any marks.

1. Define the following terms

Recruitment and selection objectives ________________________________

Recruitment and selection strategy ________________________________

Job Description ________________________________

Job Qualifications ________________________________

2. (a.) Write a short note about sales budget

(1 mark)
2. (b.) Describe the purpose of a sales budget. (3 x 1 = 3 marks)

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3. List at least four (4) features of sales quota (4 x 1 = 4 marks)

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4. Write any two (2) differences between personal selling and sales management.  

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V. LONG ANSWER TYPE QUESTIONS  

Number and state your main ideas/points clearly.  
Answer/s on the given situations should be according on the context of the course.  
(Suggested time: 50 minutes)

Almarai Company is one of the leading dairy food company in the gulf region delivering excellence and quality across its entire variety of products. The company adhere and support the principle that sales force are vital to the organization’s growth and development.

Almarai invest on sales training to refine the sales force’s skills, leadership capabilities and provide superior compensation package to further motivate their sales performance.

Supposing that you are the Sales Manager of Almarai Company assigned in Al-Dhakaliya region, assist the company in achieving their sales objectives by answering the given questions below.

1. (a.) Describe Sales Training and Sales Leadership.  

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(b.) Discuss the importance of sales training. 

(4 x 1 = 4 marks)
2. (a.) Write a short note about compensation. (1 mark)

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(b.) Explain the purposes of compensation. (6 x 1 = 6 marks)

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