



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
SCIENCE AND TECHNOLOGY DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL CERTIFICATE

IN

MARKETING MANAGEMENT

SUBJECT: Selling Skills

PAPER NO: 341/S06

DURATION: 3 hours

OCTOBER/NOVEMBER 2014 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. Answer FIVE (5) questions.
2. All questions carry equal marks.

This paper consists of 2 printed pages.

QUESTION 1

You are a sales manager at BFC (Pvt) Ltd company which sells electrical equipment and other consumer durables. Being a sales manager you have been tasked to come up with a training programme for such sales people. Design a training programme with all its components that you will present to your board of directors.

(20 marks)

QUESTION 2

Discuss the effectiveness of the following sales presentation methods:

- a) Memorised selling (5 marks)
- b) Formula selling (5 marks)
- c) Need-satisfaction selling (5 marks)
- d) Problem-solving selling (5 marks)

QUESTION 3

Compare and contrast industrial selling and consumer selling. (20 marks)

QUESTION 4

Outline and explain the five (5) phases of the consumer buying process highlighting the role of the salesperson at each phase. (20 marks)

QUESTION 5

Closing a sale is a critical part of the selling process. What are the closing techniques you would use to successfully secure a sale? (20 marks)

QUESTION 6

State and explain prospecting method used by sales people. (20 marks)

QUESTION 7

- a) Define selling ethics. (5 marks)
- b) Identify and explain any five (5) ethical considerations of selling. (15 marks)

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