SALESMAHNSHIP

EXAMINATION SCHEME

There will be two papers, Paper 1 and Paper 2 – both of which will constitute a composite paper to be taken at one sitting.

PAPER 1: Will consist of forty (40) multiple choice questions, all of which are to be answered in fifty (50) minutes for 20 marks.

PAPER 2: Will consist of seven (7) essay questions out of which candidates will be required to answer any five (5) for eighty (80) marks. The Paper will last 2 hours.

SAMPLE OBJECTIVE ITEMS

1. Salesmanship means
   A. bringing products to the notice of the public.
   B. face to face presentation
   C. the art of selling a product/service
   D. oral presentation of a product.

2. Which of the following is not a function of a salesman?
   A. Buying raw materials and turning them into finished goods
   B. Finding buyers and stimulating them to purchase goods
   C. Advertising
   D. Sales promotion

3. The qualities of a good Salesman include
   A. friendliness, confidence and politeness.
   B. diligence, aggressiveness and politeness.
   C. punctuality, cheerfulness and good looks.
   D. smartness, persuasiveness and insolence.

4. Consumers are willing to buy products when
   A. they derive maximum satisfaction.
   B. goods and services are of high quality.
   C. income tax increases.
   D. they get good customer service.

5. Consumer market is a market where
   A. commodities are sold.
   B. buying and selling take place.
   C. products are displayed.
   D. industrial goods are sold.

6. Which of the following is not a corporate buyer?
   A. Shareholders
   B. Government
   C. Employers of labour
D. Schools/universities

7. An environmental factor that does not affect consumer behavior is
   A. urban and rural communities.
   B. family income level.
   C. race or nationality.
   D. environmental pollution.

SAMPLE ESSAY ITEMS

(a) Define Salesmanship. (2 marks)

(b) Tabulate three differences between Salesmanship and marketing concepts. (8 marks)

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<tr>
<th>Salesmanship Concept</th>
<th>Marketing Concept</th>
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(c) What is meant by the “hierarchy of needs? (3 marks)

(d) List five characteristic and qualities of a good Sales person. (5 marks)

2. (a) State five functions of a Sales person. (5 marks)

(b) State three types of Salesmen and two functions of each of the Salesman. (6 marks)

(c) Define a decision process. (2 marks)

(d) State the method of a decision process. (3 marks)