



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF MANAGEMENT SCIENCES**

**DEPARTMENT OF MARKETING AND LOGISTICS**

<b>QUALIFICATION: BACHELOR OF SPORT MANAGEMENT</b>	
<b>QUALIFICATION CODE: 07BOSM</b>	<b>LEVEL: 7</b>
<b>COURSE CODE: CSS621S</b>	<b>COURSE NAME: CORPORATE SPORT AND SALESMANSHIP</b>
<b>SESSION: JANUARY 2019</b>	<b>PAPER: THEORY</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>2<sup>nd</sup> OPPORTUNITY EXAMINATION PAPER</b>	
<b>EXAMINER(S)</b>	<b>Mr. John-Grafft Ndungaua</b>
<b>MODERATOR:</b>	<b>Mr. Vincent Masocha</b>

<p style="text-align: center;"><b>INSTRUCTIONS</b></p> <ol style="list-style-type: none"><li>1. Answer all questions.</li><li>2. Read all the questions carefully before answering.</li><li>3. Marks for each question are indicated at the end of each question.</li><li>4. This paper consist of three (3) sections, namely section A, B &amp; C.</li><li>5. Please ensure that your writing is legible, neat and presentable.</li><li>6. For section A and B, use the table below to indicate the correct answer, detach it and insert it in the exam book. Write your name and student number.</li></ol>
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**THIS QUESTION PAPER CONSISTS OF 4 PAGES (Including this front page)**

Section A, Question 1: Multiple Choice Questions (6 x 2 = 12)

Multiple Choice Questions, mark with an X to indicate your answer on the answer sheet provided on page (4), write your names, student number, detach the answer sheet and insert it in your examination booklet.

1. Performance Appraisal looks at
  - a) Job Related Strength
  - b) Developing Needs
  - c) Determining ways to improve performance
  - d) A & B
  - e) A, B & C
  
2. The incentive Pay-linked closely to job performance in order to
  - a) Can increase motivation
  - b) Kill sales
  - c) Decrease customer retention
  - d) Increase communications between customers and the salesman
  - e) All of the above
  
3. Here are some of the top 5 CRM trends for 2005
  - a) Optimizing past CRM investments
  - b) Customer Retention
  - c) Data Analysis
  - d) All of the above
  - e) None of the above
  
4. Research has shown that companies that create satisfied, loyal customers have more
  - a). lower customer-acquisition
  - b). Repeat business
  - c). lower credibility
  - d). of a poor brand
  - e). all of the above
  
5. The selling consist of \_\_\_\_\_ (as covered in class)
  - a) Ten Steps
  - b) Three Steps
  - c) Seven Steps
  - d) 9 Steps
  - e) 10 Steps
  
6. Some of the modern sales approaches include:
  - a). Partnering
  - b). Team Selling
  - c). Relationship Selling
  - d). A & C
  - e). A, B & C

**Section B, Question 2: True and False Questions (6 x 2 = 12)**

**True or False questions, mark with an X to indicate your answer on the answer sheet provided on page (4), write your names, student number, detach the answer sheet and insert it in your examination booklet.**

1. In order to convince the customer as to quality, the salesman should not suggest the tests to the customer.
2. The last but not the least important characteristic of effective sales presentation is to give no guarantee to the customer for a certain period.
3. When appealing to the senses, there are in all ten senses
4. Applications, Infrastructure & Transformation all three are necessary to some degree, for successful implementation of CRM initiatives
5. CRM objective is on customer loyalty
6. If management moves to a decentralized structure, HRM should be adjusted.

**Section C  
Questions 3 - 5.**

3. List and discuss the steps in the selling process [4 x 7 =28 marks]

**Question 4**

4. Explain Sales Management (4Marks) and Personal Selling (4 Marks) [8 mark]

**Question 5**

What are the 8 essentials of effective sales presentation? [25 Marks]

**Question 6**

Define Marketing Mix and the role of Personal Selling within the 4Ps of marketing [3 x 5 = 15]

**Section A, Question 1 Multiple Choice Questions**

#	A	B	C	D	E
1.					
2.					
3.					
4.					
5.					
6.					

**(6 x 2 = 12)**

**Section B, Question 2 True or False Questions**

	TRUE	FALSE
1.		
2.		
3.		
4.		
5.		
6.		

**(6 x 2 = 12)**