

PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT

QUALIFICATION : BACHELOR OF MARKETING	
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COURSE CODE: POS611S	COURSE NAME: PRINCIPLES OF SELLING
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FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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MODERATOR:	PROF. M. CHUFAMA
INSTRUCTIONS	
<ol style="list-style-type: none">1. Answer ALL the questions and Number the answers clearly.2. This paper consists of two (2) sections (A & B).3. Use the tables provided on [pages 10 & 11] to answer Section A, Question One (1) AND Question Two (2) respectively: Detach and insert it into your answer booklet.4. Write as legible and as precise as possible.	

THIS QUESTION PAPER CONSISTS OF 11 PAGES (Including this front page)

SECTION A

Question 1

Multiple choice questions

Choose the correct answer and use the table provided on [page 11] to answer these questions, detach and insert it into your answer booklet. 1 mark will be awarded for each correct answer.

[20 x 1 = 20 Marks]

1.1. The highest form of partnering is the: _____.

- A) Strategic selling alliance.
- B) Value-added alliance.
- C) Customer partnership alliance.
- D) Marketing alliance.
- E) Partnering alliance.

1.2. Prax is a company that develops and delivers custom trainings for products, procedures, and change at companies. Prax developers have extensive knowledge of adult learning theory, and the trainers are dynamic, engaged teachers.

Which of the following is the main goal for Prax salespeople in terms of product strategy?

- A) Create products that customers really want to buy instead of products that the company wants to sell.
- B) Understand all the teaching of goods they sell and how to customize a package for the customer.
- C) Examine how they can add value for customers so the customers will continue to contract with Prax on a long-term basis.
- D) Give a presentation to the customer after planning out the objectives carefully ahead of time.
- E) Understand the customers' needs and what and how they need to buy.

1.3. Which of the following would be most helpful to salespeople in dealing with bribery?

- A) university coursework on bribery.
- B) knowing that bribery is sometimes illegal.
- C) knowing that bribery is often unethical.
- D) a sales manager who has given bribes in the past.
- E) a well-established corporate policy on bribing.

1.4. Drake is a personal coach who works primarily with sales representatives at John Meinert Printing equipment supplier, a company that manufactures and sells copiers, printers etc. Drake works on manners, nonverbal cues, and personal goal setting with the John Meinert Printing sales reps. John Meinert Printing prides itself on hiring locally and using regional ties to advance relationships with customers.

Drake most likely advises sales representatives to:

- A) speak more quickly during sales presentations to encourage fast sales.
- B) use technical terms and youthful phrases to convey an energetic personality.
- C) correct grammar problems to ensure that communication is clear and precise.
- D) maintain the same speech rate during all conversations with customers.
- E) employ the local accent, even if they are not from that area, to bond with local buyers.

1.5 The immature or extreme characteristics of each Communication Style can most likely:

- A) never be altered because of heredity.
- B) overcome communication-bias issues.
- C) enhance overall sales performance.
- D) change with time and effort.
- E) lead to increased sociability.

1.6 The idea that the characteristics that make others respect you can also make others frustrated with you is called the _____ paradox.

- A) sociability.
- B) dominance.
- C) strength-weakness.
- D) flexing.
- E) communication-bias.

1.7 A salesperson is required by his employer to use a script when making a sales presentation. The script includes standard jokes and repeated attempts at relationship building, plus a rapid close to the sale. The salesperson recognizes that a potential client has a reflective communication style and may be offended by some of the elements in the script.

What should the salesperson do?

- A) The salesperson should stick with the script and timing as written, as it's been tested by her manager and has a high rate of success.
- B) The salesperson should abandon the script without telling her manager and be blunt and direct with the potential client.
- C) The salesperson should double up on the research and facts she presents during the presentation to appeal to the potential client's deliberate side.
- D) The salesperson should ask her sales manager to come with her to the first sales call so that the potential client knows the company is serious about winning the client's business.
- E) The salesperson should omit the jokes and downplay the relationship-building attempts, while drawing out the close to give the potential client longer to decide.

1.8 The sales director of a medium-sized company selling chemicals to the lumber industry has analyzed sales and found serious problems with the closing rate of sales representatives relative to the number of prospects. The sales director commissioned a research company to analyze the numbers in the CRM system and conduct interviews with prospects who became customers as well as with prospects who did not buy from the company. He also hired a sales training consultant to analyze the sales representatives and the training they receive.

The training consultant feels that the sales representatives need to understand the entire market to put their customers' needs and buying motives in context. To understand the entire industry, the training consultant recommends that the sales representatives learn more about:

- A) customers' business plans.
- B) competitor companies' products and pricing.
- C) management's five-year plan.
- D) the history of the lumber industry.
- E) the close rates of other sales reps in the company.

1.9 John realizes that to improve sales he needs to fully understand the services and value offered by Oshakati Dry Cleaners and other laundromats in the area. Which of the following would be the LEAST useful resource for John?

- A) competitors' Websites.
- B) competitors' press releases.
- C) appliance brands used by the competition.
- D) marketing materials used by the competition.
- E) pricing and service structures of the competition.

1.10 Hanavi is a sales representative for Katima Mulilo Aquatic Centre, a swimming pool service and supply company. The Centre sells the chemicals needed for pool maintenance as well as pool accessories like slides, ladders, and diving boards. The Centre sells to both consumers and businesses.

Hanavi has noticed that many of his customers become very frustrated with him when he attempts to use needs assessment, problem solving, or relationship building techniques. These customers typically know what product will meet their needs. What should Hanavi most likely do when faced with this type of customer?

- A) Highlight product benefits more than product features.
- B) Ask the customer questions to identify unspoken wants.
- C) Rework the presentation script to focus more on emotion.
- D) Spend more time building rapport with the customer.
- E) Focus on the purchase stage of the buying process.

1.11 How would Hanavi most likely benefit from aligning the sales process with the customer's buying process? (Use scenario in 1.10)

- A) lower advertising and marketing costs.
- B) greater efficiency with fewer salespeople.
- C) lower travel expenses due to fewer customer visits.
- D) greater success in making sales due to understanding how buyers buy.
- E) fewer returns from customers who felt pressured into making transactional purchases.

1.12 Andrew McIlhern, a software sales representative, is not happy about giving up two days of making sales calls to work his company's booth in the exhibit hall of a major regional trade show. When Andrew consults with his company's exhibit manager, however, she urges him to use the time to prospect wisely.

How can Andrew use those two days in the exhibit hall to increase his pipeline?

- A) qualify prospects with a few questions when they first enter the booth.
- B) present to unqualified visitors to the booth to improve his elevator pitch.
- C) make calls to current customers during breaks to provide after-sale service.
- D) ask co-workers to call some of his prospects to obtain potential referrals.
- E) spend time studying product literature to increase his product knowledge.

1.13 Which is the first step in creating a presentation objective?

- A) Obtain personal and business information to establish the customer's file.
- B) Exchange personal information with the customer to break the ice.
- C) Learn about the competition's most popular products.
- D) Focus on networking in social situations.
- E) Acquire information needed for a routing plan.

1.14 Web-Star makes Web conferencing software with features that integrate directly into users' back-end systems such as inventory, order processing, shipping, tracking, CRM, and tech support. Using this software, companies can hold internal meetings as well as give sales presentations that allow them to check inventory in real-time and place customer orders during the presentation. Quite often, Web-Star salespeople make sales presentations to prospects using the Web-Star product to show off its capabilities.

Why is understanding the Web-Star product absolutely essential for a salesperson who uses adaptive selling to sell the teleconferencing software?

- A) The salesperson must know the product completely to be able to persuade prospects to purchase it.
- B) The salesperson must know the pricing schedule for all products and volumes of sales to give a quote instantly to an interested prospect on the phone.
- C) The salesperson must understand the ins and outs of the product to be able to quickly reevaluate the best configuration for a prospect based on new information from the prospect.
- D) The salesperson must know the product to be able to point out the flaws in competitor's teleconferencing software to prospects.
- E) The salesperson must know all about the product to be able to explain all the features during a presentation.

1.15 The customer strategy is one of the foundations of adaptive selling because:

- A) the customer may not purchase until after the salesperson presents the customer strategy.
- B) a salesperson has to understand the customer's needs to be able to sell to them effectively.
- C) the customer needs to have faith that the salesperson understands the product completely.
- D) a salesperson needs to be prepared to answer any questions the customer has about the product.
- E) a salesperson needs to be able to shorten the sales cycle by forming a relationship with the customer.

1.16 When a prospect has voiced an objection, it is most likely best for the salesperson to:

- A) suggest postponing the negotiations.
- B) divert attention to a product feature.
- C) illustrate the product's high quality.
- D) deny the accuracy of the objection.
- E) clarify the true nature of the problem.

1.17 When a customer raises a valid objection that cannot be answered with a denial, the salesperson should most likely take which of the following actions?

- A) discuss superior benefits.
- B) engage in back-pedaling.
- C) begin a pricing approach.
- D) re-start the presentation.
- E) criticize the competition.

1.18 Which of the following statements is most likely true?

- A) Following a tight script will help facilitate a sale in consultative selling.
- B) Team selling is effective when firms sell complex or customized products.
- C) Salespeople should concentrate on a single objective for each sales call.
- D) The salesperson should only meet with the decision maker.
- E) A receptionist is most likely to be the true decision maker.

1.19 Jenny Jill, a college student in the business department of her local university, originally planned to major in accounting. However, she discovered an interest in product marketing and sales and is taking courses in these areas.

Jenny is carrying a full course load this semester, belongs to the Student Investment Club, is studying Silozi Language, runs with the track team, and volunteers with an art therapy program to help homeless children process their emotions. Which of those activities will be of most help to her in a career in selling?

- A) Studying is most important because she will know all the rules of selling correctly.
- B) Investing is most important because she will understand how money works and will make good sales decisions.
- C) Speaking Silozi is most important so that she can sell to international customers.
- D) Staying physically fit is most important because a healthy appearance will attract customers to her.
- E) Volunteering is most important because it will develop her sense of empathy and her relationships skills to understand customers and their needs.

1.20 Raj, a sales representative for a software firm, Orion, is giving a sales presentation to Marion, a buyer for a large manufacturing firm, Global-Tech. A sales agreement between the two firms would establish a partnering relationship and a strategic alliance. Which of the following questions is most important to Marion as she makes a buying decision?

- A) Is Raj a well-qualified sales representative?
- B) Can Raj be trusted to offer viable solutions?
- C) Will Raj's product be delivered in a timely manner?
- D) What competencies can Orion provide to Global-Tech?
- E) Are the values and principles of Orion and Global-Tech similar?

Question Two

True or False Questions

Use the table provided on [page 12] to answer these questions, detach and insert it into your answer booklet. 1 mark will be awarded for each correct answer. **[20 x 1 = 20 Marks]**

- 2.1 Consultative style selling practices have become popular because they can be easily learned and mastered.
- 2.2 A major reason for the demise of the product solution is the growing number of look-alike products.
- 2.3 The primary role of internal sales staff is to ensure that prospective business is secured, and that new business is found, and sales are done.
- 2.4 Many insurance sales people and estate agents have clinched a deal while negotiating on the telephone. Telephone selling is a very important selling tool and one that is now being studied more closely.
- 2.5 The retailer is the middleman in any product that they sell, so it would only be fair to refer a customer who has complaints to the manufacturers since they are the ones that produced the products.
- 2.6 As a sales person you should always avoid objections from customers. Some objections are honest and some not. Objections are stated or non-stated reasons used by customers for not buying your products.

- 2.7 At the very heart of adaptive selling, is the belief that every sales call must be tailored to the unique needs, wants, and concerns of the customer.
- 2.8 One way to neutralize a competitor's proposal that beats your price or terms is by employing a value-added approach.
- 2.9 Plant tours do not represent a good source of product information.
- 2.10 The transition from the pre-approach to the approach is sometimes blocked by sales call reluctance.
- 2.11 The demonstration method of negotiating buyer resistance is one of the most convincing ways to overcome buyer skepticism.
- 2.12 The foundation for win-win negotiations is a relationship with the customer built on trust and rapport.
- 2.13 The survey approach is generally a non-threatening way to open a sales call.
- 2.14 A well-rehearsed approach should be avoided because it will sound too impersonal.
- 2.15 Traditional industrial age sales-training programs encouraged salespeople to make positive first impressions with customers and then to push the product to make a quick sale.
- 2.16 Transactional selling is a strategically developed, high-quality, long-term relationship that focuses on solving the customer's buying problems.
- 2.17 The salesperson should use a standardised entertainment activity for all customers to avoid the appearance of favouritism.
- 2.18 Most people employed in the fast-paced business world, which is constantly changing, will adopt or discard values quickly.
- 2.19 There are several different types of presentations, and the salesperson should choose the one most likely to influence the prospect.
- 2.20 Since graphs are usually quite descriptive during a presentation, no interpretation is necessary for the prospect to understand the material.

SECTION B

[Total 60 Marks]

Question 3

(30 marks)

3.1 You are a Senior Sales Representative for Novel Ford. Their comprehensive range covers passenger cars, light commercial vehicles and 4x4's.

After 3 months, you have successfully sold 20 Ford F-250 Super Duty XLT 4WD Super Cab 6.75 Box 4WD N\$ 1 027 000 each to Namib Mills who will use it for their top sales representatives.

Identify and Explain Five (5) different major customer service methods that you would employ to partner with this important customer. **(10 marks)**

3.2) Converting the prospect's attention from the social contact to the business proposal is an important part of the approach. Without this step, the door is closed on completing the remaining steps of the sale. There are several effective approach methods to capture the prospect's attention, arouse interest, and transition into the next step of the presentation.

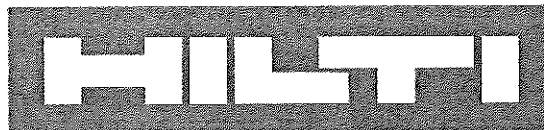
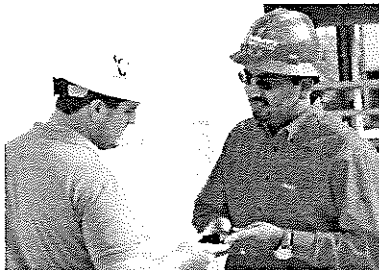
Discuss Five (5) of these approach methods with Five (5) relevant examples to support your answer of the most common Approaches. **(10 marks)**

3.3) Describe five (5) elements or guidelines of an effective group/team presentation with five (5) specific examples of each. **(10 marks)**

Question 4 - Case Study

(30 marks)

Alim Hirani - Hilti Corporation



The global construction industry is a lucrative market, with customer needs ranging from measuring products to sophisticated construction solutions. Hilti Corporation provides its customers around the world with leading-edge construction products and services with outstanding added value. Hilti prides itself for its direct sales model, which allows its salespeople and service teams to work directly *with* and *for* the customers.

Alim Hirani, an account manager for Hilti, adopts the relationship marketing approach in his selling strategy. He often starts his sales calls, which have been carefully preplanned, with icebreakers such as asking about the customer's family rather than making the sales immediately.

His sales presentations may take place in the client's office or even at the construction site. Consequently, he must always plan well in advance the best way to make his sales presentations for specific sales calls. At all times, he must attempt to establish his own and his company's credibility by demonstrating the premium value that Hilti's products and services can offer his clients.

Whenever possible, he tries to get the customer involved in product demonstration because seeing is believing. Once the customers see for themselves the benefits of Hilti's product features, moving the customers from the investigation and evaluation stages to the action stage is just a procedure.

Alim sells not only individually but also as part of a team. For major clients who require a complete package of building/construction, mechanical/electrical, telecom, and interior finishing products and services, Alim works closely with his team members to make sure the information he acquires from

the customer during initial contacts is made available to other salespeople and technical personnel of the team.

In the construction industry, closing the sale is—most of the time—just the beginning. Well-trained product application specialists join Alim to offer the customers after-sales services, technical support, and training.

Questions

- 4.1. Why should Alim Hirani adopt the three prescriptions for the presentation strategy? Discuss the three (3) prescriptions with examples of each **(10 marks)**
- 4.2 Salespeople are encouraged to establish multiple-objective sales presentations. What are some objectives Alim Hirani should consider when he calls on construction managers at the construction site **(5 marks)**
- 4.3 What are some special challenges Alim Hirani faces when he makes his sales presentations in a non-office setting? **(5 marks)**
- 4.4 Put yourself in the position of a construction salesperson. Envision different situations when you might combine different ways to convert the prospect's attention and interests into action? Explain five (5) different ways. **(10 marks)**

Total 100 marks

(END)

SECTION A: ANSWER SHEET

Question 1

Total: [20 X 1 = 20 Marks]

	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>
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1.2					
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STUDENT NAME & STUDENT NO: _____

Question 2

[Total: 20 X 1 = 20 Marks]

	True	False
2.1		
2.2		
2.3		
2.4		
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