

## **SALESMANSHIP**

### **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)**

|    | Salesmanship Concept |    | Marketing Concept |
|----|----------------------|----|-------------------|
| 1. |                      | 1. |                   |
| 2. |                      | 2. |                   |
| 3. |                      | 3. |                   |

(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)**

