

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)**

