

CONFIDENTIAL



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION
JANUARY 2016 SEMESTER

SUBJECT CODE : EDB30403
SUBJECT TITLE : PERSONAL SELLING
LEVEL : BACHELOR
TIME / DURATION : 2.00 PM - 5.00 PM / 3 HOURS
DATE : 29th MAY 2016

INSTRUCTIONS TO CANDIDATES

1. Please CAREFULLY read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of TWO (2) sections; Section A and section B.
4. Answer FOUR (4) questions in Section A and THREE (3) questions ONLY in Section B.
5. Please write your answers on the answer booklet provided.
6. Answer all questions in English language ONLY.
7. This question paper must not be removed from the examination hall.

THERE ARE 3 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks).**INSTRUCTION: Answer FOUR (4) questions ONLY.**Please use the **answer booklet** provided.**Question 1**List and describe the **FIVE (5) rewards** of career in personal selling.

[10 marks]

Question 2Explain **FIVE (5) qualities** associated with high EI (Emotional Intelligence).

[10 marks]

Question 3Briefly discuss **FOUR (4) key relationship** groups to a sales person.

[10 marks]

Question 4What is business buyer behavior and describe the **THREE (3) major types** of business-to-business buying situations?

[10 marks]

Question 5Briefly describe **FIVE (5) sources** of prospect.

[10 marks]

SECTION B (Total: 60 marks).

INSTRUCTION: Answer **THREE (3)** questions **ONLY**.Please use the **answer booklet provided**

Question 1

The presentation strategy combines elements of the relationship, product, and customer strategies. Each of the other three strategies must be developed before a salesperson can create an effective presentation strategy.

(a) Briefly describe **THREE (3)** **prescriptions** of presentation strategy.

[6 marks]

(b) Elaborate the **TWO (2)** **parts** of sales presentation process.

[14 marks]

Question 2

Sales call reluctance includes the thoughts, feelings, and behavioral patterns that conspire to limit what a salesperson is able to accomplish. It is an internal barrier to sales success.

Sales call reluctance can be caused by several fears such as;

- 1) Fear of taking risks
- 2) Fear of group presentations
- 3) Lack of self-confidence
- 4) Fear of rejection

(a) Discuss **every each** of these fears by giving examples to them.

[10 marks]

(b) Discuss how the salesperson can overcome the anxiety of sales call reluctance.

[10 marks]

Question 3

As a car sales representative, your customer are facing the following problem (gearbox failure). Elaborate **active listening** when attending to the customer's problem by giving examples using the **THREE (3) practices** of active listening skills.

[20 marks]

Question 4

You are required to present your services to the Ministry of Health as part of the government project. Elaborate on how you can get the minister attention by following the **THREE (3)** need satisfaction presentation strategy during the meeting.

[20 marks]

END OF EXAMINATION PAPER