



FINAL EXAMINATION
NOVEMBER 2023

COURSE TITLE	SELLING STRATEGY AND PRACTICES
COURSE CODE	RMKT3223
DATE/DAY	17 FEBRUARY 2024 / SATURDAY
TIME/DURATION	01:00 PM - 03:00 PM / 02 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES:

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 4 Printed Pages including front page)

*****DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO*****

This question paper contains TWO (2) sections. Answer ALL questions in the answer booklet provided. [60 MARKS]

SECTION A (10 Marks)

There are TEN (10) questions in this part. Answer ALL questions in the answer booklet.

1. Why is building trust essential in the sales process?

- A. To manipulate customers
- B. To create uncertainty
- C. To establish credibility and rapport
- D. To rush the decision-making process

2. Why is it important for sales professionals to uphold ethical standards?

- A. To exploit customers
- B. To prioritize personal gain
- C. To build long-term relationships and reputation
- D. To ignore customer needs

3. How does ethical behavior in sales contribute to the overall success of a sales professional?

- A. It leads to short-term gains
- B. It damages professional reputation
- C. It enhances credibility and builds customer loyalty
- D. It discourages customer trust

4. What is the primary goal of strategic prospecting in sales?

- A. Ignoring potential customers
- B. Identifying and prioritizing potential customers
- C. Spamming potential customers with irrelevant information
- D. Overlooking customer needs

5. Why is it important for sales professionals to thoroughly research and understand their prospects?

- A. To waste time during sales presentations
- B. To demonstrate a lack of preparation
- C. To tailor sales messages and address prospect needs
- D. To rely solely on generic sales pitches

6. What is the purpose of preparing for sales dialogue in advance?
- A. To be unresponsive to customer inquiries
 - B. To improvise during sales presentations
 - C. To demonstrate a lack of knowledge about products
 - D. To confidently address customer concerns and objections
7. How does strategic prospecting contribute to the efficiency of the sales process?
- A. By targeting random individuals
 - B. By focusing on unqualified leads
 - C. By identifying prospects likely to benefit from the product
 - D. By avoiding customer interactions
8. How can a sales professional effectively address objections raised by customers?
- A. Disregarding objections
 - B. Offering relevant information and solutions
 - C. Avoiding customer interactions
 - D. Acknowledging objections without providing solutions
9. Why is it important to gain commitment from customers in the sales process?
- A. To create uncertainty
 - B. To build a long-term relationship
 - C. To discourage customer trust
 - D. To rush the decision-making process
10. What does earning commitment from customers involve?
- A. Pressuring customers to make quick decisions
 - B. Ignoring customer needs and preferences
 - C. Establishing mutual agreements and ensuring customer satisfaction
 - D. Avoiding any follow-up after the sales presentation

SECTION B

(50 Marks)

There are **THREE (3)** questions in this section. Answer **ALL** questions in the answer booklet.

1. Examine the critical role of communication skills in the field of selling. Discuss the key elements of effective communication for sales professionals and illustrate how honing these skills contributes to successful selling strategies. (20 marks)

2. Explore the significance of making a sales call and the role of creating and communicating values in the sales process. Discuss how sales professionals can effectively convey the value proposition to customers, build trust, and enhance the overall success of their sales calls. (10 marks)

3. Examine the role of adding value, self-leadership, and teamwork in the context of selling strategy and practices. Discuss how these elements contribute to the success of sales professionals, their impact on customer relationships, and the overall effectiveness of sales teams. (20 marks)

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***** END OF QUESTION PAPER *****