Postgraduate Diploma in Marketing
December 2019 Examination
Managing Sales & Distribution (MSD)

Date: 16 December 2019

Time: 0830Hrs – 1130Hrs                  Duration: Three (03) Hrs

Total marks for this paper is 100 marks.

There are two parts in this question paper. All questions in Part One are compulsory.

It includes a mini case.

Part Two includes 6 Essay Type Questions. Answer 03 questions from this part.

Instructions to candidates

1. State your Registration Number on the front cover of the answer book and on each and every additional paper attached to it. Your name must not appear anywhere in the answer book or answer scripts.

2. Always start answering a question on a new page.

3. You are reminded that answers should not be written in pencil or red pen except in drawing diagrams.

4. Answer the questions using:
   - Effective arrangement and presentation
   - Clarity of expression
   - Logical and precise arguments
   - Clear diagrams and examples where appropriate

5. Illegible handwriting and language errors will be penalised.
PART ONE

Answer all questions

Question 01: Case Study

The Effect of globalization on business operations.

Globalization in short, points to the effort towards making the world global community as one village. Goods that were only found in western countries can now be found across the globe. Now under developed countries can enjoy the benefits of scientific advances and industrial progress available in developed countries for the improvement and growth of their areas.

Because of globalization, the economies of the world are being increasingly integrated, for example mobile phones and internet have brought people closer. The world is becoming a smaller place. Work can be outsourced to any part of the world that has an internet connection. Further, with improvements in traffic infrastructure one is able to reach one’s destination in a short time.

Globalization can also be defined as an on-going process by which regional economies, societies and cultures have become integrated through a globe-spanning network of communication and trade. The process of globalization includes a number of factors which such as rapid technology developments that make global communications possible, political developments such as the fall of communism, and transportation developments that make traveling faster and more frequent. These produce greater development opportunities for companies with the opening up of additional markets, allow greater customer harmonization as a result of the increase in shared cultural values, and provide a superior competitive position with lower operating costs in other countries and access to new raw materials, resources and investment opportunities.

Globalization through global communications, global markets and global production have promoted and facilitated by a fourth area of global activity in relation to money. For example, the American dollar, the Japanese yen, Euro and other major national currencies circulate globally. They are being used anywhere on earth and moving electronically and via air transport anywhere in effectively no time. Most bankcards can extract cash in local currency from the thousands of automated teller machines (ATMs) across the world. Also credit cards like Visa, MasterCard and American Express can be used for payments in almost every country in the globe.
a) Explain the impact of globalization to business entities that are involved in telecommunication and other related services in relation to PESTEL (political, economic, social, technical, ethical, and legal) factors?

(20 Marks)

b) Describe the role of personal selling in a global market place in the telecommunication industry.

(10 Marks)

c) What are the personal skills and competency areas which the sales personnel should develop in order to meet the challenges in the tele-communication industry of a global market place? (Please choose a country of your choice)

(10 Marks)

(Total 40 Marks)
PART TWO

This part includes SIX (06) Essay Type Questions
Answer THREE (03) questions

Question 02
Compare and contrast a transaction focused traditional selling approach and a trust based relationship selling approach with suitable examples.

(Total 20 Marks)

Question 03
Discuss the advantages and disadvantages of financial compensation plans available for the sales personnel (salary, commission, and combination) in an organisation.

(Total 20 Marks)

Question 04
Describe with suitable examples on how a sales manager could use the five bases of power (expert, referent, legitimate, reward, and coercive) to lead a sales team to achieve the sales objectives of the company.

(Total 20 Marks)

Question 05
With reference to the sales organization structure and sales personnel deployment describe the following concepts.
  1. Specialization
  2. Centralization
  3. Span of control
  4. Line vs staff positioning

(Total 20 Marks)

Question 06
With suitable examples describe the positive impact a sales person can make towards -many dimensions of a society and the company he or she is working at?

(Total 20 Marks)

Question 07
Explain what “benchmarking process” is and how you can use it to improve the performance of an organization.

(Total 20 Marks)

(Total 60 Marks)

(Total 100 Marks)

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