

# CIMG Programme Pathway 3 Professional Diploma in Marketing

**Selling and Sales Management (PDM 303)**

**DECEMBER 2023**

## **DURATION: 3 HOURS**

The examination comprises of two parts:

**Part A - a compulsory case study, worth 40 marks**

**Part B - answer any three questions, worth 60 marks in total**

## **PART A**

### **CASE STUDY - COMPULSORY**

Ghana's insurance sector comprises of 49 insurance providers, comprising 29 non-life companies and 20 life companies as of 2021. There are also three re-insurers, 103 brokerages and around 7,000 agents licensed to operate in the industry. New entrants to the industry must fulfil the licensing requirements of the insurance companies Act in Ghana, however this does not serve as substantial barrier to entry.

The relatively free entry and exit from the insurance market indicate that there is an intense competition in the industry. Insurance firms in Ghana face competition not only from within the industry but also from potential entrants especially from outside the country. In 2022, the turnover of non-life was GHS3,083.265 billion and \$ 298,984,000. The turnover for life segment was GHS3,021,213 billion and \$292,967,000 in the same year. Ghana insurance market is heavily involved in both reinsurance ('wholesale' insurance contract and direct insurance. The direct and reinsurance markets in Ghana have three main components:

- Buyers, including individuals, companies, local and international as well as national governments.
- Insurers, including mutual insurance companies and individual names organized into syndicates.
- Independent intermediaries, including insurance brokers and independent financial advisers which have registered with the national pensions regulatory authority.

The difficulties in marketing insurance products -which include consumers' reluctance to think about risk, and the problems of asymmetric information between buyers and sellers of insurance which implies the industry has been traditionally sales oriented. This affects customer loyalty and hence the industry's profitability.

### **QUESTION ONE**

In your role as the newly appointed Head of Sales for YOA insurance company, your Managing Director has asked you to write a report explaining the following:

- a. The five importance of Relationship selling. **(15 marks)**
- b. Three advantages and two disadvantages of customer-based sales organizational structure.

**(25 marks)**

## **PART B**

### **ANSWER THREE (3) QUESTIONS ONLY FROM THIS SECTION**

#### **QUESTION TWO**

Research into Organisational buying processes assumed that organisational buyers unlike consumers are highly rational. In your role as a senior Account Relationship Manager of any organisation of your choice, you have been asked by the Executive Director of Sales and Marketing to prepare a presentation for a workshop for newly recruited Account Relationship Officers explaining five factors that affect Organisational Buyer Behaviour.

**(20 marks)**

#### **QUESTION THREE**

The initial attractiveness of international selling is reduced by complex international issues in global sales and advertising strategies. In your role as the sales officer at the international office of a Global fast moving consumer goods company, write a short report to your Area Manager summarising three advantages and three pitfalls of international selling.

**(20 marks)**

#### **QUESTION FOUR**

Your Managing Director learned from a recent seminar on business ethics he attended that Sales managers must essentially always behave legally and ethically. He has therefore asked you, in your role as Head of Sales to submit a paper on what ethics is, as applied to selling. You should explain in your paper the distinction between legal and ethical behaviour before addressing any four implications of ethics to selling.

**(20 marks)**

#### **QUESTION FIVE**

In your role as a sales officer in your organisation, your sales manager has asked you to do a presentation in your morning sales meetings on six common errors committed by salespeople when making individual sales presentations. Please send a memo of your presentation to him prior to the meeting.

**(20 marks)**

#### **QUESTION SIX**

For Industrial sales to be successful, an organisation must understand customer expectations. Therefore, there must be a continuous flow of information to the organisation because expectations change over time. In your role as the Head of Sales Research Unit, Head of Sales and Marketing has asked you to write a paper on database marketing. You are required to provide an outline of any five information that a Business-to-Business/industrial customer database should contain and five advantages of using database marketing.

**(20 marks)**