

**FINAL EXAMINATION  
SALES  
PROFESSOR KOSEL  
SPRING 2005**

**INSTRUCTIONS**

1. The total time for this exam is **two (2) hours**. You may allocate your time as you wish.
2. This is an **open book** exam. There is ONE PART to this examination – ESSAY only. Remember to take your time; read, think, analyze and organize your answer before you begin to write. If you believe you lack sufficient facts to answer the question, please specify what additional information you require and how it will affect your answer.
3. Write your exam number on your exam envelope. Put your correct class section and student exam number at the top of this page, each page of questions, and each blue book. **DO NOT** use your name, student ID number or Social Security Number on any exam materials.
4. At the conclusion of the exam, return all test materials including blue books, scratch paper, and this exam packet to the envelope and submit it to the proctor. **DO NOT** seal the envelope. Students who fail to return all exam materials at the end of the exam may not be graded.

**Good luck and have a great summer!**

**I**

Marlene, a party planner, called up a local flower farmer and ordered “the freshest and most scrumptious blossoms available – price is no object” for a debutante party on May 7. She arranged to pick them up the morning of May 6 – but Marlene was detained at the caterer’s. Unfortunately, at noon on May 6 the farmer’s greenhouse was destroyed by a highly unusual storm funnel.

Marlene raced to the local farmers’ market early morning on May 7. She bought \$4,000 of flowers – \$1,500 more than she had intended to pay but the only white flowers she could find at the last minute were orchids and roses.

Marlene felt sorry for the farmer and was willing to put the whole incident behind her – until she received the farmer’s bill for \$2,500. Now she wants to sue the farmer for breach. Advise Marlene.

**II**

Benny received diskettes containing diet and menu planning information as part of his \$3,000 weight loss program. He exercised a little and went to the weekly weigh-ins and support group meetings, but he didn't bother to open the package of diskettes for six weeks because he was too busy and too stressed out at the end of the semester. When he finally inserted the first diskette in his computer, it was blank. So was the second and the third.

Benny took the faulty diskettes with him to the next weekly weigh-in. He asked for a complete refund – during the first two months of the program he hadn't lost any weight. The director offered to replace the defective diskettes but Benny refused. He insists on getting his money back. Advise Benny.

**END OF EXAM**