higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

SALES MANAGEMENT N5

(4090325)

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This question paper consists of 8 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
SALES MANAGEMENT N5
TIME: 3 HOURS
MARKS: 200

NOTE: If you answer more than the required number of questions, only the required number will be marked. All work that you do not want to be marked, must be clearly crossed out.

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions in SECTION A.
2. Answer any THREE of the four questions in SECTION B.
3. Number the answers according to the numbering system used in this question paper.
4. Start each section on a new page.
5. Use only a blue or black pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.15) in the ANSWER BOOK.

1.1.1 A factor that will influence the choice of the forecasting method:

A Motivation for desired performance
B Personnel
C General business conditions
D Sales territory

1.1.2 An advantage of establishing sales territories:

A Selling cost can be increased
B Sales are decreased
C Increases conflict and disputes
D Improves customer relations

1.1.3 It is a psychological objection made by clients:

A Ignorance
B Inconvenience
C Price objection
D Wrong time

1.1.4 The last step when designing a sales territory:

A Determine basic territories.
B Assign sales people to the territories.
C Give sales people a credit card.
D Analyse sales people's workload.

1.1.5 A criterion used to qualify a prospect is …

A age.
B ability to buy.
C race.
D geographical potential.

1.1.6 An advantage of the Delphi technique as a forecasting method:

A Salespeople have greater confidence in the forecast.
B The forecast is developed easily and quickly.
C Forecast is determined by actual product users.
D Independent judgements are reached by all individuals.

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1.1.7 This technique is used to prove claims made by salespeople:

A Delphi technique
B Influence centre
C Testimonials
D Quantitative technique

1.1.8 It is a function of a buyer in the buying team:

A Negotiate the terms of sale
B Start the purchasing process
C Make the actual buying decision
D He/she is first to recognise a need or problem

1.1.9 The role of personal selling in the economy:

A Serves as a source of income
B Creates a demand for consumer goods
C Promotes profit and goal attainment
D Serves as a source of information

1.1.10 Conditions within … is a factor that will influence the probable sales volume.

A competitors
B planning
C the state
D the industry

1.1.11 … is ONE of the supplementary service tasks of a salesperson.

A Attaining customers
B Handling returns and adjustments
C Retaining customers
D After-sales service

1.1.12 The following step is recommended for a salesperson after an unsuccessful sales close:

A Do not ask the prospect why he/she declined the offer
B Closing on a choice
C Review the sales presentation
D Give up

1.1.13 ONE of the following rules will help a salesperson to overcome prejudice:

A Treat a prejudiced person with respect
B Overcome prejudice with an argument
C Show the prospect directly that his/her prejudice is illogical
D Do not ignore a prejudiced person

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1.1.14 A/An … quota is a type of quota.

A expense
B gross margin
C point sales volume
D budget

1.1.15 The salesperson must have knowledge of the … that his/her company forms part of.

A size of the market
B product support in the industry
C future tendencies of the industry
D production process and methods

(15 × 2) (30)

1.2 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

1.2.1 The user expectations method relies on answers from the actual users of the product.

1.2.2 A salesperson's chance of long-term success is slim if he/she does not like people.

1.2.3 It is not necessary that the salesperson has the same knowledge as the production manager concerning production processes and methods.

1.2.4 Sales potential refers to the expected sales of a given product or service for the entire industry.

1.2.5 Sales are decreased when salespeople are assigned to specific territories.

1.2.6 Point sales volume quotas are used when prices fluctuate considerably and when narrow product lines are sold at stable prices.

1.2.7 Ability to buy means that the prospect has cash available, can pay by cheque or credit card, or qualifies for credit arrangements.

1.2.8 Indecision is when a prospect cannot make up his/her mind as to whether or not to buy a product.

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1.2.9 Shock and product approach are used to prove the claims that the salesperson makes during the presentation.

1.2.10 It is not important that the salesperson has knowledge about the competitors.

(10 × 2) (20)
[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1 Once the salesperson has knowledge about his/her competitors, he/she can show the customer the differential advantages and overcome objections.

State FIVE aspects of the competitors that salespeople should know. (5 × 2) (10)

2.2 Salespeople have adapted the specifics of the selling process as culture and technology have changed. The selling process is generally divided into SEVEN steps that once you understand them, you will be empowered to sell virtually anything you want and satisfy your customers.

Name the SEVEN steps and explain the role of each step in the selling process. (7 × 4) (28)

2.3 A salesperson has to divide his/her time between FIVE main activities.

Name these FIVE activities. (5 × 2) (10)

2.4 Define the term *routing* (2)
[50]

QUESTION 3

3.1 Name and discuss FIVE physical objections that a client may mention during a sales presentation. (5 × 4) (20)

3.2 If salespeople do not understand the procedure used in establishing quotas, they may suspect that quotas are used only to obtain extra effort from them at no extra cost to the company.

Explain why it is important that salespeople participate in the setting of quotas for their sales territories. (3 × 2) (6)

3.3 Name FOUR factors influencing probable sales volume. (4 × 2) (8)

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3.4 A well-planned sales presentation can be ruined by a weak verbal presentation.

Which criteria are important for the salesperson to ensure the success of the conveyance of his/her presentation? (5 × 2) (10)

3.5 Classify the following closing techniques:

3.5.1 Salesperson handing over the car keys to the prospect with the words: 'You can take it for a test drive.'

3.5.2 Mr Maluleke died in a car accident last month. He kept delaying taking out a policy, his wife and children have been left without the necessary financial support. You wouldn't like it to happen to your wife and children, would you?

3.5.3 Will you be paying cash or instalments?

(3 × 2) (6)
[50]

QUESTION 4

4.1 State FOUR points to explain the sales force composite as a method of sales forecasting. Also state THREE advantages and THREE disadvantages of this method. (16)

4.2 Reliability is a personal quality which most customers notice and appreciate in a salesperson. Customers do not forget a salesperson that remembers things, carries out instructions, keeps promises and cooperates at all times.

Name FIVE other personality traits necessary to be successful in selling.
(5 × 2) (10)

4.3 It is important that the salesperson provides feedback to marketing management as part of his/her primary task, by liaising with prospects and clients and by consulting with them about the organisation's marketing functions.

Name FIVE important marketing functions that salespeople should know when conducting personal selling. (5 × 2) (10)

4.4 What is the difference between a *money objection* and a *price objection*?
(2 × 2) (4)

4.5 Name FOUR objectives of using sales quotas. (4 × 2) (8)

4.6 What is a *prospect*? (2)
[50]

QUESTION 5

5.1 Knowledge is an important cornerstone of a salesperson's success.

State FIVE benefits of being knowledgeable as a salesperson. (Refer to the importance of knowledge.) (5 × 2) (10)

5.2 Name FIVE parties that should be involved in a buying team. (5 × 2) (10)

5.3 State FIVE factors that influence the sales territory design. (5 × 2) (10)

5.4 The use of the correct approach by the salesperson is extremely important and therefore it is crucial that a salesperson has knowledge of all the approach techniques.

Name and discuss FIVE approach techniques. (5 × 4) (20)
[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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