



# higher education & training

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Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

N1320(E)(J11)H  
JUNE EXAMINATION

**NATIONAL CERTIFICATE**

**SALES MANAGEMENT N5**

(4090325)

11 June 2014 (X-Paper)  
09:00–09:30

**CLOSE-BOOK EXAMINATION**

**This question paper consists of 7 pages.**

**DEPARTMENT OF EDUCATION  
REPUBLIC OF SOUTH AFRICA**

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

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

**INSTRUCTIONS AND INFORMATION**

1. SECTION A is COMPULSORY.
  2. Answer only THREE questions from SECTION B.
  3. Apply you knowledge where necessary.
  4. Read ALL the questions carefully.
  5. Number the answers correctly according to the numbering system used in this question paper.
  6. Leave TWO lines between each question and at least ONE between sub-questions.
  7. Write neatly and legibly.
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**SECTION A****QUESTION 1**

1.1. Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–C) next to the question number (1.1.1.–1.1.20) in the ANSWER BOOK.

- 1.1.1 What personal information is collected about an individual whether he is buying the product for his own use or for a company?
- A Local directory
  - B Professional and position
  - C Fe
- 1.1.2 What information required if the prospect is acting on behalf of accompany?
- A Marital status and family details
  - B Future perspectives
  - C Interests and hobbies
- 1.1.3 Which TWO of the following is part and parcel of the selling process?
- A Nature and extent of personal selling
  - B Sales presentation
  - C Reputations
- 1.1.4 What are TWO steps recommended for the salesperson after an unsuccessful close?
- A Just give up
  - B Create goodwill
  - C Don't make any list of the mistakes
- 1.1.5 Give TWO management tools that are important.
- A Internet
  - B Television
  - C Walkman
- 1.1.6 The following is of the utmost importance in terms of the daily activity analysis report of a salesperson:
- A Day and date
  - B Products
  - C Number of sick leave

- 1.1.7 The following are known as prospective sales techniques:
- A Personal contact and observation
  - B Influence centre
  - C Need and ability
- 1.1.8 Types of quotas:
- A Sales volume quotas
  - B Activity quota
  - C All of the above
- 1.1.9 What are factors influencing sales territory design?
- A Intensity of competition
  - B Reduction of sales costs and experience
  - C Availability of the customer
- 1.1.10 Factors influencing the selection of a forecasting method:
- A Sales force
  - B Evaluation
  - C Time and accuracy
- 1.1.11 Gathering all relevant data/information that is applicable to a specific job is called?
- A Job seekers
  - B Job application form
  - C Job analysis
- 1.1.12 The following is an element of job description.
- A Sense of responsibility
  - B Working conditions
  - C Physical requirements
- 1.1.13 The importance of personal selling in marketing is ...
- A optimum production.
  - B price determination.
  - C full employment.
- 1.1.14 The component of marketing mix includes the following:
- A Product and place
  - B Place and promotion
  - C All of the above

- 1.1.15 Which ONE is an advantage of using telesales?
- A To improve customer service
  - B Abusing business equipment
  - C Allocation of a salesperson
- 1.1.16 Which ONE can be considered as closing signals?
- A Facial expressions
  - B Urgency of need
  - C Authority to buy
- 1.1.17 The following are the different of visual aids to be used on presentations.
- A Testimonials
  - B Sales portfolios and models
  - C Referrals
- 1.1.18 What a salesperson must do during his sales presentation?
- A Talk too much
  - B Speak clearly and understandable
  - C Wear fancy clothes
- 1.1.19 Which approach of the salesperson must be used to grab the prospect's attention?
- A Make stimulating statement approach
  - B Showmanship approach
  - C The compliment approach
- 1.1.20 The following are the factors of physical image of the salesperson:
- A Appearance and good health
  - B Product ranges
  - C Physical characteristics (20 x 2) (40)
- 1.2 List FIVE steps of the selling process in a logical order excluding the FIRST and the LAST one (Prospecting and after sales service / follow up) (5 x 2) (10)  
[50]

**SECTION B**

Answer only THREE questions in this section.

**QUESTION 2**

- 2.1 Discuss EIGHT main sales tasks that can work for a particular company (8 x 2) (16)
- 2.2 Name the TWO categories into which a job analysis is divided (2 x 2) (4)
- 2.3 Name FIVE marketing functions a salesperson must perform on behalf of the company (5 x 2) (10)
- 2.4 Give FIVE supplementary services the salesperson must provide. (5 x 2) (10)
- 2.5 Give FIVE elements a company will use to entice (lead) people to buy from them. (5 x 2) (10)
- [50]**

**QUESTION 3**

- 3.1 Name FOUR types of quotas. (4 x 2) (8)
- 3.2 Name TWO kinds of objections. (2 x 2) (4)
- 3.3 List FIVE physical images of the salesperson. (5 x 2) (10)
- 3.4 Job analysis is categorized into two (Job description and Job specification)  
Name FIVE elements under each of these categories. (10 x 2) (20)
- 3.5 What FOUR types of knowledge the salesperson need in order to sell the product/service of the company more effectively and efficiently? (4 x 2) (8)
- [50]**

**QUESTION 4**

- 4.1 Give FIVE factors that will influence the selection of forecasting methods. (5 x 1) (5)
- 4.2 Discuss TEN points the company benefits and derived from territories. (10 x 2) (20)
- 4.3 What knowledge is required by the salesperson in terms of the financial and credit policy of the company? (5 x 1) (5)
- 4.4 Name FIVE different types of visual aids that can be used by the salesperson to proof claim. (5 x 2) (10)
- 4.5 Discuss why sales personnel participate in quota setting. (5 x 2) (10)
- [50]**

**QUESTION 5**

- 5.1 What steps are recommended to the salesperson after an unsuccessful close? (6 x 2) (12)
- 5.2 Give FOUR factors that influence sales territory design? (4 x 2) (8)
- 5.3 Name FIVE important roles of the buying team. (5 x 2) (10)
- 5.4 List TEN sources of information that can be used by the sales person in order to sell the product and service effectively. (10 x 2) (20)
- [50]**

**TOTAL SECTION B: 150**

**TOTAL : 200**