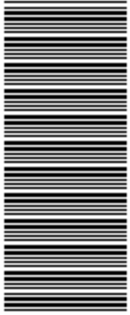


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# higher education & training

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

N1390(E)(J2)H  
**JUNE EXAMINATION**

**NATIONAL CERTIFICATE**

**SALES MANAGEMENT N5**

(4090325)

**2 June 2016 (X-Paper)**  
**09:00–12:00**

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

**DEPARTMENT OF HIGHER EDUCATION AND TRAINING**  
**REPUBLIC OF SOUTH AFRICA**  
NATIONAL CERTIFICATE  
SALES MANAGEMENT N5  
TIME: 3 HOURS  
MARKS: 200

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

**INSTRUCTIONS AND INFORMATION**

1. Answer ALL the questions from SECTION A.
  2. Answer only THREE questions from SECTION B.
  3. Read ALL the questions carefully.
  4. Number the answers according to the numbering system used in this question paper.
  5. Write neatly and legibly.
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**SECTION A (COMPULSORY)****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 (1.1.1–1.1.10) in the ANSWER BOOK.

1.1.1 The benefits derived from accurate forecasting are:

- (i) Knowing when and how much to buy
- (ii) Skill to plan for production and capacity
- (iii) Reducing selling costs
- (iv) Improved cash flow
- (v) Ensure proper market coverage

- A (i); (iv) and (v)
- B (ii); (iii) and (v)
- C (i); (ii) and (iv)
- D (i); (ii) and (iii)

1.1.2 Which ONE of the following is NOT a selling activity?

- A Preparing a newspaper advertisement
- B Sending a customer the price of the product by e-mail
- C Obtaining from a friend two names of people who might be interested in buying your product
- D Handling customer inquiries

1.1.3 A properly designed routing system has the following advantages:

- (i) Improved territory coverage
- (ii) Improved information
- (iii) Reduced travel time and selling costs
- (iv) Increased sales and market share
- (v) Workload equalisation

- A (i); (iii) and (iv)
- B (ii); (iii) and (v)
- C (i); (ii) and (iv)
- D (i); (ii) and (iii)

1.1.4 ... are people whose responsibility is to locate potential prospects and report them to salespeople.

- A Gatekeepers
- B Spotters
- C Users
- D Leads

1.1.5 The starting point in territorial planning is the selection of a basic ...

- A geographical control unit.
- B geographical competitors.
- C distance within the territory.
- D selling activities to be performed by salespeople.

1.1.6 Good quotas are ...

- A low; fair and objective.
- B consistent, realistic and high.
- C accurate, fair and attainable.
- D relevant, accurate and up to date.

1.1.7 If the prospect is acting on behalf of a business, which pre-approach information is required?

- (i) Future perspective
  - (ii) The operational functioning of the business
  - (iii) The income statement of the business for the previous year
  - (iv) The history and other information about the business and the personnel
  - (v) The business's target market
- A (i); (iv) and (v)
  - B (ii); (iii) and (v)
  - C (ii); (iii) and (iv)
  - D (i); (ii) and (iv)

1.1.8 Which ONE is NOT relevant to a job description?

- A Job title
- B Qualifications
- C Duties
- D Territory

1.1.9 Physical image of the salesperson refers to aspects such as ...

- (i) appearance.
  - (ii) manners and habits.
  - (iii) experience.
  - (iv) use of voice.
  - (v) academic qualifications.
- A (i); (ii) and (iv)
  - B (ii); (iii) and (v)
  - C (i); (iv) and (v)
  - D (ii); (iii) and (iv)

- 1.1.10 AIDA stands for ...
- A attention, influence, decide, action.
  - B attention, interest, desire, attraction.
  - C attention, interest, desire, action.
  - D attraction, interest, desire, activity.
- (10 x 2) (20)
- 1.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.
- 1.2.1 Facebook, whatsapp and twitter are examples of aids that a salesperson can use to manage time efficiently and become productive.
- 1.2.2 All customers are important to the company, the salesperson must use the 'first-come-first-serve' principle when dealing with customers.
- 1.2.3 Salespeople are of no value to the company's production team, since they are more involved in selling rather than manufacturing.
- 1.2.4 Market share quota is an example/type of a sales volume quota.
- 1.2.5 Influence centres can be used in prospecting.
- 1.2.6 A picture of a product is an example of a visual aid.
- 1.2.7 Pick n Pay smart shopper card is an example of a customer loyalty programme.
- 1.2.8 It is regarded a fraud, when one person fullfils more than one role in a buying team.
- 1.2.9 A good salesperson must be able to empathise, be tolerant and understand the prospect.
- 1.2.10 Reducing selling costs is one of the benefits of sales forecasting.
- (10 x 2) (20)
- 1.3 Define the term *sales forecast*. (5)
- 1.4 Name FIVE sources of information that can help a salesperson gain knowledge about the company's product or competitors. (5 x 1) (5)
- [50]**
- TOTAL SECTION A: 50**

**SECTION B**

Answer only THREE questions from this section.

**QUESTION 2**

- 2.1 'Effective prospecting enables the salesperson to spend more time on sales presentation and the successful closing of transactions'.  
With this in mind, name and explain FIVE prospecting techniques a car salesperson can use to find prospective buyers. (5 x 4) (20)
- 2.2 Give the information required in order for the sales manager and the salesperson to develop a routing plan. (4 x 2) (8)
- 2.3 Give SIX benefits derived from establishing sales territories. (6 x 2) (12)
- 2.4 Explain the term *cognitive dissonance* and give an appropriate example. (2 x 2) (4)
- 2.5 State THREE advantages of using the Delphi technique as a forecasting method. (3 x 2) (6)
- [50]**

**QUESTION 3**

- 3.1 Briefly discuss the sales volume quotas under the following:
- 3.1.1 The THREE types of sales volume quotas (3 x 4) (12)
- 3.1.2 The SIX methods that can be used to set sales volume quotas (6 x 4) (24)
- 3.2 Name the SIX roles in the buying team. (6 x 2) (12)
- 3.3 What is an itch cycle? (2)
- [50]**

**QUESTION 4**

- 4.1 List SIX uses of telesales. (6 x 2) (12)
- 4.2 State the FIVE types of physical objections and explain how a salesperson can overcome them. (5 x 4) (20)
- 4.3 List FIVE time management tools a salesperson can use to manage time efficiently. (5 x 2) (10)

- 4.4 Indicate which approach techniques are being referred to in the following scenarios:
- 4.4.1 'Listen to the music over this speaker, it's so clear!'
- 4.4.2 'Are you interested in saving 20% on banking costs per month?'
- 4.4.3 'Subscribe now to the FITNESS magazine and receive a free gym membership at Virgin Active for three months.'
- 4.4.4 'Wow, you have a beautiful kitchen; it will look wonderful with the new cupboards.'
- (4 x 2) (8)  
[50]

### QUESTION 5

- 5.1 Briefly explain the role salespeople play in the firm's execution of the following marketing functions:
- 5.1.1 Distribution and transport
- 5.1.2 Advertising
- 5.1.3 Market research
- 5.1.4 Standardisation and grading
- 5.1.5 Product planning
- (5 x 2) (10)
- 5.2 Give FIVE examples of business leads a salesperson can use in prospecting. (5 x 2) (10)
- 5.3 Name the FOUR factors that influence probable sales volume. (4 x 2) (8)
- 5.4 Briefly explain the FOUR factors influencing sales territory design. (4 x 3) (12)
- 5.5 What are the disadvantages of the Jury of Executive Opinion as a forecasting method? (5 x 2) (10)  
[50]

**TOTAL SECTION B: 150**  
**TOTAL: 200**