



**higher education  
& training**

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

## **MARKING GUIDELINE**

**NATIONAL CERTIFICATE  
NOVEMBER EXAMINATION  
SALES MANAGEMENT N5  
NOVEMBER 2014**

**This marking guideline consists of 6 pages.**

**QUESTION 1**

1.1	1.1.1	A ✓✓		
	1.1.2	A ✓✓		
	1.1.3	A ✓✓		
	1.1.4	B ✓✓		
	1.1.5	B ✓✓		
	1.1.6	B ✓✓		
	1.1.7	C ✓✓		
	1.1.8	C ✓✓		
	1.1.9	C ✓✓		
	1.1.10	A ✓✓		
	1.1.11	B ✓✓		
	1.1.12	C ✓✓		
	1.1.13	B ✓✓		
	1.1.14	B ✓✓		
	1.1.15	C ✓✓		
	1.1.16	A ✓✓		
	1.1.17	C ✓✓		
	1.1.18	B ✓✓		
	1.1.19	A ✓✓		
	1.1.20	B ✓✓		
			(20 x 2)	(40)
1.2	1.2.1	True ✓		
	1.2.2	True ✓		
	1.2.3	True ✓		
	1.2.4	True ✓		
	1.2.5	False ✓		
	1.2.6	False ✓		
	1.2.7	False ✓		
	1.2.8	False ✓		
	1.2.9	True ✓		
	1.2.10	False ✓		
			(10 x 1)	(10)
				[50]
<b>TOTAL SECTION A:</b>				<b>50</b>

**SECTION B****QUESTION 2**

- 2.1
- Jury of executive opinion ✓
  - Delphi technique ✓
  - Sales force composite ✓
  - Time series analysis ✓
  - Users expectations ✓
  - Indicators ✓ (6)
- 2.2
- Select geographical control unit ✓✓
  - Analyse sales peoples workload ✓✓
  - Determine sales potentials in each control unit ✓✓
  - Determine the basic territories ✓✓
  - Assign basic territories ✓✓ (5 x 2) (10)
- 2.3
- To ensure proper market coverage ✓
  - Workload equalisation ✓
  - Increases moral of sales people ✓
  - Evaluation and control of sales force ✓
  - Analyses and planning of sales activities ✓
  - Sales are improved ✓
  - Reduce conflicts and disputes ✓
  - Improves/strengthens customer relations ✓
  - Co-ordinate selling with other marketing activities ✓ (10 x 2) (20)
- 2.4
- They have all information needed ✓✓
  - They know the customers far better than management ✓✓
  - Quotas can be realistic ✓✓
  - Sales personnel are more convinced of their accuracy ✓✓
  - Sales personnel are closest to their territories
  - Without salespersons quotas can be lesser or higher (Any 4 x 2) (8)
- 2.5
- Conditions within the company ✓✓
  - Conditions within the industry ✓✓
  - Changed market conditions ✓✓
  - General business conditions (Any 3 x 2) (6)
- [50]**

**QUESTION 3**

- 3.1
- Creative resourcefulness and imaginativeness√
  - Self-motivation to attainment of goals√
  - Persuasive and mentally sharp√
  - Self-confidence and self-assuredness √
  - Social, person and service-orientated√
  - Perseverance and drive√
  - Perseverance and sharp-witted and studious√
  - Adaptable and versatile√
  - Reliable, responsible and punctual√
  - Empathy, tolerance and understanding√
- (Any 10 x 2) (20)
- 3.2
- Self-knowledge√√
  - Enthusiasm√√
  - Promotes specialization and professionalism√√
  - Income√√
  - Contributing to personnel development program
  - Knowledge builds loyalty
- (Any 4 x 2) (8)
- 3.3
- Contact person must give the name of the firm/ company and purpose of call as well as salesperson name√√
  - An offer must be clear and unambiguous √√
  - The price of the product/service conditions, terms and instalment conditions must be provided and all other additional costs√√
  - People must not be contacted at unreasonable times /hours√√
  - Telephone orders must be delivered as quick as possible √√
  - Listed telephone subscribers must be left in peace and not approached√√
  - The telesales must be subject to the usual code of ethics as applies to professional √√
- (Any 7 x 2) (14)
- 3.4
- Forecast is determined by actual product users√√
  - Forecast is relatively fast and inexpensive when only a few customers are involved√√
  - This technique can be used when no data is available (in case of a new product) √√
  - Management can get direct feedback of the thinking of people in the market√√
- (Any 4 x 2) (8)
- [50]**

**QUESTION 4**

- 4.1
- To enlarge the market share√√
  - To qualify sales leads√√
  - To decrease sales costs√√
  - To support sales in the field√√
  - To manage smaller accounts more profitably√√
  - To take orders
  - To improve customer service
  - To segment the market
  - To increase advertising effectiveness
  - To increase potential (5 x 2) (10)
- 4.2
- The question must not prompt a negative answer√√
  - The question must be relevant and specific√√
  - Ask personal and confidential questions only when absolutely necessary√√
  - Do not ask information which the prospect cannot provide√√(Any 4 x 2) (8)
- 4.3
- Prejudice√√
  - Ignorance√√
  - Fear√√
  - Self-satisfaction√√
  - Indecision√√ (Any 5 x 2) (10)
- 4.4
- Objections are more indications of the prospect's reaction√√
  - Objections are excuses to get rid of salesperson √√
  - Objections are a sign of interest√√
  - Objections could result in lack of knowledge √√
  - Objections sometimes show lack of sight√√
  - Objections are also an excuse not to buy√√ (Any 6 x 2) (12)
- 4.5
- Thanks for the business√
  - When delivery of a product takes place√
  - To ensure continued satisfaction√
  - Follow-up to determine future needs√
  - Adjustment to order
  - Follow-up on existing customers for obtaining the prospect
  - Follow up with the view of providing service
  - On customer's request (Any 4 x 2) (8)
- 4.6
- It's a person who uses the product or consumes the product such as customers/consumers/buyers√√ (2)

**[50]**

**QUESTION 5**

- 5.1
- Ask more specific questions√√
  - Convert objections into advantages√√
  - Provide proof√√
  - Agree and qualify√√
  - Provide information√√
  - Ooreenkoms aangegaan
  - Show the prospect what delays could cost
  - Relate the product to the prospect's buying motives
  - Limit objections
  - Compare the product /service (Any 10 x 1) (10)
- 5.2
- Sales volume quotas derived from territorial sales potential √√
  - Sales volume derived from total market estimates√√
  - Sales volume quotas based on past experience√√
  - Sales volume quotas based on executive judgement√√
  - Sales volume quotas related only to compensation plan√√
  - Letting sales personnel set their own sales volume quotas (Any 5 x 2) (10)
- 5.3
- The origin of the company√√
  - The company's early years√√
  - Growth of the company√√
  - Gales philosophy of the company√√
  - Production processes and methods√√
  - Distribution policy√√
  - Price policy√√ (7 x 2) (14)
- 5.4
- Sales tasks√√
  - Supplementary services√√
  - Non-sales tasks√√ (3 x 2) (6)
- 5.5
- Assumptive close√
  - Minor question technique√
  - Inducement technique√
  - Emotional closing technique√
  - Physical action technique√
  - Weighing advantages against disadvantages
  - The standing room only technique
  - Other closing techniques (Any 5 x 2) (10)

**[50]**

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