



# higher education & training

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

N1420(E)(N17)H  
**NOVEMBER EXAMINATION**  
**NATIONAL CERTIFICATE**  
**SALES MANAGEMENT N5**

(4090325)

**17 November 2016 (X-Paper)**  
**09:00–12:00**

**This question paper consists of 6 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 in SECTION A.
  2. Answer any THREE questions in 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****QUESTION 1**

1.1 Indicate whether the following statements are TRUE or FALSE. Write only the word 'true' or 'false' next to the question number (1.1.1 – 1.1.10) in the ANSWER BOOK.

- 1.1.1 Before the salesperson can make a professional presentation they must set up an appointment with the prospect.
- 1.1.2 A price objection means that the prospect does not have the money to buy the product.
- 1.1.3 Salespeople are responsible for the physical execution, packaging and delivery of orders to customers.
- 1.1.4 The physical image of the salesperson refers to aspects such as the salesperson's gestures and posture during the sales presentation.
- 1.1.5 Quotas are used as standards for appraising selling effectiveness.
- 1.1.6 Personal selling stimulates economic development.
- 1.1.7 One of the most important tasks of a salesperson is to project future sales in the form of sales forecasts.
- 1.1.8 A sales territory is a geographical area for which a salesperson is responsible.
- 1.1.9 A business can only reach its sales forecasts if its salespeople can achieve the predetermined individual sales quotas.
- 1.1.10 Routing patterns are usually either straight or circular.

(10 × 2) (20)

- 1.2 Choose a description from COLUMN B that matches an item in COLUMN A. Write only the letter (A – P) next to the question number (1.2.1 – 1.2.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.2.1	Initiator	A	reduces travel time and selling costs
1.2.2	Promotional mix	B	total expected sales for a given product/service for the entire industry
1.2.3	Routing	C	preconceived ideas, principles or superstitions
1.2.4	Market potential	D	this person(s) is first to recognise a need or problem
1.2.5	Prejudice	E	creativity, resourcefulness and imaginativeness
1.2.6	Influencer	F	product, price, place and promotion
1.2.7	Spotters	G	systematic process of gathering data about the nature, scope and tasks related to a specific position or job
1.2.8	Job analysis	H	this person(s) sets buying specifications for a specific product
1.2.9	Personality traits	I	person/public figure who has gained the honour and respect of the community or industry and who others look up to
1.2.10	Marketing mix	J	advertising, sales promotion, publicity and personal selling
1.2.11	Influence centre	K	accurate written description of the duties and responsibilities of a position
1.2.12	Ability to buy	L	responsible for locating potential prospects and reporting them to the salespeople
1.2.13	Approach technique	M	method used to get the prospect's attention and interest in the presentation
1.2.14	Time traps	N	golden opportunities to solve problems and close the deal
1.2.15	Objections	O	prospect has cash, cheque, credit or credit card available to buy
		P	inefficiency in paperwork

(15 × 2)

(30)

**[50]****TOTAL SECTION A: 50**

**SECTION B**

Answer only THREE questions in this section.

**QUESTION 2**

- 2.1 A salesperson must choose the appropriate closing technique that suits the specific situation. The technique chosen also depends on the personality of the salesperson and the type of objection to overcome.
- With regards to the statement, briefly discuss FIVE sales closing techniques a salesperson selling laptop computers can use and provide examples of each. (20)
- 2.2 State FIVE sources of pre-approach information a salesperson can use to gain more information about the prospect. (10)
- 2.3 State FIVE benefits derived from accurate forecasting. (10)
- 2.4 Define the following terms:
- 2.4.1 Personal selling
- 2.4.2 Sales forecasting (2 × 5) (10)
- [50]**

**QUESTION 3**

- 3.1 Product knowledge is of utmost importance to the salesperson because if they cannot answer a prospect's questions about the product or prove that the use of their product will enable the prospect to satisfy their needs, solve their problem or fulfill their desire, the salesperson cannot expect to achieve any success in selling.
- With regards to the statement, discuss the FIVE aspects of product knowledge a salesperson must know to help them sell their product. (20)
- 3.2 State any FOUR types of information required for the sales manager and the salesperson to develop a routing plan. (8)
- 3.3 State SIX principles required for an effective product presentation. (12)
- 3.4 Name TEN techniques a salesperson can use to prove claims during a sales presentation. (10)
- [50]**

**QUESTION 4**

- 4.1 Discuss the steps to be followed in setting up sales territories. (5 × 4) (20)
- 4.2 Name and explain the FOUR types of quotas. (16)
- 4.3 State FIVE reasons for making use of a buying team. (10)
- 4.4 State FOUR advantages of telesales. (4)
- [50]**

**QUESTION 5**

- 5.1 Briefly explain FOUR objectives of using quotas and provide an appropriate example for each. (16)
- 5.2 State FIVE benefits derived from establishing sales territories. (10)
- 5.3 State FIVE techniques that a salesperson can use to overcome objections. (10)
- 5.4 Name the SEVEN steps in the selling process. (14)
- [50]**

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