



# higher education & training

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

N1430(E)(N15)H

**NATIONAL CERTIFICATE**

**SALES MANAGEMENT N5**

(4090325)

**15 November 2018 (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

---

**NOTE:** If you answer more than the required number of questions only the required number will be marked. Clearly cross out ALL work you do NOT want to be marked.

**INSTRUCTIONS AND INFORMATION**

1. Answer ALL the questions in SECTION A.
  2. Answer only 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.
-

**SECTION A****QUESTION 1**

- 1.1 Complete the following sentences by using the words in the list below. Write only the missing word or words next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

quotas; objections; time-series analysis; sales territory;  
circular routes; direct prospecting; prospective buyers;  
market potential; itch cycle; sales forecast

- 1.1.1 Personal selling is the oral and physical offering of a product by a salesperson to one or more ... with the purpose of identifying a problem or problems.
- 1.1.2 A/An ... is an estimate of sales in rand or units that an individual business expects to achieve during a specified time period in a stated market under a proposed marketing plan.
- 1.1.3 ... refers to the expected sales for a given product or service for the entire industry in a specific market over a specific period of time.
- 1.1.4 ... is the analysis of historical data to predict future demands.
- 1.1.5 A/An ... comprises a number of present and potential customers located within a given geographical area and assigned to a specific salesperson for a given period of time.
- 1.1.6 ... are devices for directing and controlling sales operations.
- 1.1.7 ... occurs when a salesperson approaches an individual without any preknowledge of the person or without making sure that a person is actually a prospect.
- 1.1.8 A/An ... occurs when a salesperson derives a specific trend based on a customer's previous purchasing dates, for example when a specific customer buys a new car every two years.
- 1.1.9 ... involve a salesperson starting at the office and moving in a circle of stops until he/she ends up back at the office.
- 1.1.10 ... are golden opportunities to solve problems and close transactions.

(10 × 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 (1.2.1–1.2.15) in the ANSWER BOOK.

- 1.2.1 The shock approach grabs a prospect's attention through fear.
- 1.2.2 How often a customer buys will play a role in determining the time and effort spent on the customer.
- 1.2.3 One of the sales tasks of a salesperson is to do credit application.
- 1.2.4 With direct prospecting a salesperson does not know who he/she is contacting or visiting.
- 1.2.5 The salesperson must be knowledgeable about the composition of his/her product ranges.
- 1.2.6 Jury of executive opinion utilises the opinion of executives without face-to-face discussions.
- 1.2.7 The establishment of specific sales territories will ensure that the market is covered comprehensively.
- 1.2.8 Customers will have to be called on more frequently if competition in a particular market is intense.
- 1.2.9 Expense quotas control how sales personnel allocate their time and efforts among different activities.
- 1.2.10 The size, structure and composition of a buying team will vary according to company policy.
- 1.2.11 Prospecting is the identification of a person or business that has a need, authority and the means to pay for a product.
- 1.2.12 Authority to buy means that the prospect has cash available and can pay by cheque or credit card.
- 1.2.13 Sales presentations are developed according to what is being sold, who the final user will be and the individual salesperson involved.
- 1.2.14 Money objection means the prospect might have the money to pay for the product but he/she feels the price is too high.
- 1.2.15 Cognitive dissonance is the distress that an individual experiences when confronted with extra information that is in conflict with his/her current ideas or values.

(15 × 2)

(30)  
[50]

**TOTAL SECTION A: 50**

**SECTION B**

Answer any THREE questions in this section.

**QUESTION 2**

- 2.1 The general objective of quotas is to control the sales effort.  
Which FOUR objectives would a company have in mind when using quotas?  
(4 × 2) (8)
- 2.2 A salesperson must handle failure in such a way that, when the salesperson leaves the prospect, he/she is assured of a warm welcome at a later date and will be able to close the deal then.  
Which steps are recommended for the salesperson after an unsuccessful close?  
(6 × 2) (12)
- 2.3 Give THREE functions and tasks of personal selling that are universal to most selling jobs.  
(3 × 2) (6)
- 2.4 What is the difference between *market potential* and *sales potential*? (2 + 2) (4)
- 2.5 Which factors influence probable sales volume? (4 × 2) (8)
- 2.6 The telephone is one of the most important communication channels available to the salesperson in personal selling. Salespeople should therefore know how to use it effectively and professionally.  
Give SIX advantages of telesales. (6 × 2) (12)

**[50]****QUESTION 3**

- 3.1 A professional salesperson who wishes to achieve success knows that he/she must devote time and attention to the gathering of information about a prospect.  
Give FIVE reasons for collecting such information. (5 × 2) (10)
- 3.2 What are the THREE closing signals a prospect can give to show that he/she is ready to close the deal? (3 × 4) (12)
- 3.3 List FIVE factors that influence sales-territory design. (5 × 2) (10)
- 3.4 Give THREE reasons why it is important for salespeople to participate in the setting of quotas. (3 × 2) (6)

- 3.5 The question technique is one of the approach techniques available for the salesperson to use during his/her sales presentation.
- What are the FOUR requirements of the question technique? (4 × 2) (8)
- 3.6 List FOUR time traps salespeople should avoid. (4)
- [50]**

#### QUESTION 4

- 4.1 Customer care and service is of vital importance if a business wants to retain loyal customers.
- Give FIVE steps a salesperson can follow to obtain and retain customer support. (5 × 2) (10)
- 4.2 It is important to prove claims you make about your product because these will give the prospect confidence in your product and he/she will be more easily convinced to buy.
- Which techniques will you use to prove the claims you make about your product? (5 × 2) (10)
- 4.3 Discuss the different aspects of product knowledge that are important to a salesperson. (5 × 4) (20)
- 4.4 Explain how a salesperson can use each of the following prospecting techniques:
- 4.4.1 Influence centre
  - 4.4.2 Endless-chain technique
  - 4.4.3 Spotters
- (3 × 2) (6)
- 4.5 What are the FOUR elements of a marketing mix? (4)
- [50]**

**QUESTION 5**

5.1 Objections give the salesperson an indication of how he/she is progressing with his/her sales presentation.

Which objections are represented in each of the following scenarios:

- |       |                                                                                                                                                           |                         |             |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------|
| 5.1.1 | 'I do not have time to see you today.'                                                                                                                    |                         |             |
| 5.1.2 | 'Unfortunately we only accept cash. We do not take debit/credit cards.'                                                                                   |                         |             |
| 5.1.3 | 'No, I am not interested. I am only interested in Adidas sneakers.'                                                                                       |                         |             |
| 5.1.4 | 'I am not sure whether I am going to make the right decision buying this car.'                                                                            |                         |             |
| 5.1.5 | 'Why should I buy a smartphone if I already have a Nokia 3310 that can send SMSs?'                                                                        | (5 × 2)                 | (10)        |
| 5.2   | Which sales-territory design problems can occur?                                                                                                          | (3 × 2)                 | (6)         |
| 5.3   | Name and explain FIVE factors influencing the selection of forecasting methods.                                                                           | (5 × 4)                 | (20)        |
| 5.4   | Salespeople must at all times be aware of their physical image.<br><br>List FIVE aspects of physical image that is important when dealing with customers. | (5 × 2)                 | (10)        |
| 5.5   | Name the first FOUR steps in the selling process.                                                                                                         |                         | (4)         |
|       |                                                                                                                                                           |                         | <b>[50]</b> |
|       |                                                                                                                                                           | <b>TOTAL SECTION B:</b> | <b>150</b>  |
|       |                                                                                                                                                           | <b>GRAND TOTAL:</b>     | <b>200</b>  |