higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1440**(E)**(J1)H

NATIONAL CERTIFICATE

SALES MANAGEMENT N6

(4090346)

1 June 2018 (X-Paper)
09:00–12:00

This question paper consists of 6 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
SALES MANAGEMENT N6
TIME: 3 HOURS
MARKS: 200

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions.
2. Read ALL the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Use a BLACK or BLUE ink.
5. Write neatly and legibly.

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SECTION A

QUESTION 1

Select possible answers (A–Y) that match the descriptions (1.1–1.11). Write only the correct letters (A–Y) next to the question number (1.1–1.11) in the ANSWER BOOK.

1.1	THREE elements of job description.	(6)
1.2	THREE core characteristics of a salesperson.	(6)
1.3	THREE external recruitment sources.	(6)
1.4	TWO examples of output measures.	(4)
1.5	Span of control definition.	(2)
1.6	TWO factors influencing compensation method.	(4)
1.7	THREE salespeople's perspective of sales compensation.	(6)
1.8	TWO advantages of functional specialisation.	(4)
1.9	THREE most important components of a training programme.	(6)
1.10	Hierarchy of authority definition.	(2)
1.11	TWO examples of employee references.	(4)

POSSIBLE ANSWERS

A – Previous employer
B – Knowledge of selling process
C – Activities within the organisation take place on different managerial levels.
D – Summary of duties
E – The company can utilise its resources effectively.
F – Fairness
G – Educational institutions
H – Equity
I – Internet
J – Ego drive
K – Working conditions
L – Number of people that a sales manager can supervise effectively
M – Sales objectives
N – A mutual acquaintance
O – Salespeople have access to professional support.
P – Advertisements
Q – Increase in market share
R – Product knowledge
S – Adaptability

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T – Materials and forms used
U – Regular income
V – Increase in the size of orders
W – Company knowledge
X – Financial resources
Y – Decisiveness **[50]**

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1 The Grind Coffee Suppliers, in which you are sales manager, organises its sales force into coffee and related products division, baked goods division and another division for merchandise like mugs.

2.1.1 Which type of sales organisation is used by The Grind Coffee suppliers? (2)

2.1.2 Give FIVE advantages of this type of specialisation. (5 × 2) (10)

2.2 The Grind Coffee suppliers intend to train its current staff members to enable them to provide excellent customer service.

State FOUR methods sales managers can use to assess the training needs of a sales force. (4 × 2) (8)

2.3 Explain how a comprehensive training programme could assist the company in the following:

2.3.1 Improve customer relations

2.3.2 Lower staff turnover rate

(2 × 3) (6)

2.4 The Grind Coffee suppliers intends to revise its compensation plan for salespeople.

2.4.1 State at least THREE goals of non-monetary incentives. (3 × 2) (6)

2.4.2 Explain the meaning of *fringe benefits* and give ONE example. (4)

2.5 As a sales manager you are required to control, monitor and evaluate salespeople's performance.

State the SEVEN steps of the performance evaluation process. (7 × 2) (14)
[50]

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QUESTION 3

Study the advertisement below and answer the questions.

SALES REPRESENTATIVE

The Grind Coffee suppliers with its head office in Cape Town in requires the service of a sales representative,
Previous experience in similar position is not essential, as full training will be provided.

REQUIREMENTS

- Minimum qualification is N6 Certificate in Marketing Management, a Diploma in Marketing will be an added advantage
- Computer Literacy
- A valid driver's license as the successful candidate will be expected to travel extensively

Apply in writing, submitting a full CV to:

The General Sales Manager
PO Box 335
Cape Town, 6000

Alternatively visit: www.thegrindcoffeesuppliers.co.za

The closing date for applications is: 12 July 2017

3.1 Would you describe this as an open or closed advertisement? Give TWO reasons for your answer. (5)

3.2 Discuss the difference between the two types of interviews:

3.2.1 A structured interview

3.2.2 An unstructured interview

(2 × 4) (8)

3.3 Discuss FOUR disadvantages of recruiting salespeople from competitors.

(4 × 2) (8)

3.4 Briefly explain the following organisation's perspective of sales compensation.

3.4.1 Assisting the company in meeting its sales objectives

3.4.2 Attracting and maintaining competent sales force

3.4.3 Controlling sales force activities

(3 × 2) (6)

3.5 Briefly explain FOUR disadvantages of decentralised training. (4 × 2) (8)

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3.6 It is important as a sales manager to evaluate the sales performance.

3.6.1 List THREE bases' for analysing marketing costs? (3)

3.6.2 Identify THREE types of marketing costs that are directly related to salespeople's activities. (3)

3.6.3 Name and discuss the THREE types of individual sales performance evaluations. (3 × 3) (9)

[50]

QUESTION 4

4.1 List FIVE factors that will influence The Grind Coffee Suppliers organisation's span of control. (5 × 2) (10)

4.2 A good sales training programme is bound to include a session on supervision.

4.2.1 Define the term *supervision*. (4)

4.2.2 Explain how on-the-job training is used as a supervising method? (2 × 2) (4)

4.2.3 Briefly explain FOUR aims of on-the-job training. (4 × 2) (8)

4.3 The application form is the important tool in the selection process that will be conducted by The Grind Coffee suppliers.

4.3.1 Name THREE functions of application forms. (3 × 2) (6)

4.3.2 List FIVE examples of information that can be obtained from an application form. (5)

4.3.3 Briefly explain the purpose of reference checks. (2 × 2) (4)

4.4 Discuss the combination plan under the following headings:

4.4.1 THREE types of compensation combinations that a company can use. (3)

4.4.2 THREE advantages of the combination plan. (3 × 2) (6)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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