



# higher education & training

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

## **NATIONAL CERTIFICATE**

## **SALES MANAGEMENT N5**

(4090325)

**27 May 2021 (X-paper)**  
**09:00–12:00**

**This question paper consists of 6 pages.**

093Q1J2127

**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 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 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. Start each section on a new page.
  6. Use only a black or blue pen.
  7. Write neatly and legibly.
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## SECTION A (COMPULSORY)

### QUESTION 1

1.1 Give ONE term for each of the following descriptions by writing it next to the question number (1.1.1–1.1.15) in the ANSWER BOOK.


1.1.1 Comprises advertising, publicity, sales promotion and personal selling

1.1.2 Systematic process of gathering data about the nature, scope and tasks related to a specific position or job 

1.1.3 Estimate of sales in currency or units that an individual business expert aims to achieve during a specified period

1.1.4 Total expected sales for a given product or service for the entire industry in a specific market over a specific period

1.1.5 Method of sales forecasting that utilises the opinions of executives without face-to-face discussions

1.1.6 Quotas used in appraising performance and to keep expenses in line with sales volume 


1.1.7 Person negotiating the terms of sales

1.1.8 Person responsible for locating potential prospects and reporting it to the senior salesperson who takes over the responsibility of selling to these prospects

1.1.9 Technique that, when valid over a long period of time, creates greater confidence because the manufacturer indicates confidence in its products

1.1.10 Types of objections that refer to the prospect's thought processes, feelings, attitudes, values and personality

1.1.11 Distress an individual experiences when confronted with extra information that is in conflict with his/her current ideas or values

1.1.12 Travel plan or pattern used by a salesperson when visiting customers in specific sales territories 

1.1.13 Technique also known as cold canvassing

1.1.14 Last step in successful selling

1.1.15 When a well-known person, association or company put their stamp of approval on a product

(15 × 2) (30)

1.2 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

1.2.1 Inconvenience is a psychological objection made by a prospect.

1.2.2 Documentation can be used to prove claims.



1.2.3 The minor question technique is one of the techniques used by a salesperson when approaching clients.

1.2.4 Salespeople should follow up complaints immediately if they want to retain customer loyalty.

1.2.5 Attaining customers through prospecting is an example of nonsales tasks.



1.2.6 Assigning salespeople to sales territories is the first step in setting up sales territories.

1.2.7 Quotas are devices used for directing and controlling sales operations.

1.2.8 One of the advantages of using telesales is to increase sales costs.

1.2.9 The role of an influencer can sometimes be filled by an expert outside of the business.

1.2.10 Financial institutions can serve as a source of pre-approach information.



(10 × 2)



(20)  
[50]

**TOTAL SECTION A: 50**


## SECTION B

Answer any THREE questions in this section.

### QUESTION 2

- 2.1 What can a salesperson do to prevent complaints? (4 × 2) (8)
- 2.2 What does it mean if a customer has become *inactive*?  (2)
- 2.3 Explain how a company can use each of the following forecasting methods:
- 2.3.1 Delphi technique
  - 2.3.2 Jury of executive opinion
  - 2.3.3 Sales-force composite
  - 2.3.4 Time-series analysis  (4 × 4) (16)
- 2.4 Explain the importance of gathering pre-approach information. (10 × 2) (20)
- 2.5 Define the term *personal selling*. (4)
- [50]**

### QUESTION 3

- 3.1 Give FOUR reasons why customers decide not to buy from a specific supplier any longer. (4 × 2) (8)
- 3.2 Which THREE closing signals can a prospect give to show that he/she is ready to close the deal? (3 × 2) (6)
- 3.3 Which THREE things must a salesperson keep in mind when setting up a schedule? (3 × 2) (6)
- 3.4 Name FOUR factors that influence probable sales volume. (4 × 2) (8)
- 3.5 Explain FIVE aspects of product knowledge that are important to a salesperson. (5 × 4) (20)
- 3.6 What is a *spotter*?  (2)
- [50]**

### QUESTION 4

- 4.1 List THREE mechanisms a business can use to facilitate feedback from customers. (3 x 2) (6)
- 4.2 Name SEVEN techniques a salesperson can use to overcome objections. (7 x 2) (14)
- 4.3 What are the FOUR supplementary service tasks of a salesperson? (4 x 2) (8)
- 4.4 Which THREE problems are sometimes experienced during sales territory design? (3 x 2) (6)
- 4.5 Name FIVE methods or procedures that can be used when setting sales volume quotas. (5 x 2) (10)
- 4.6 Name the THREE sections into which a salesperson's basic tasks can be divided. (3 x 2) (6)
- [50]**

### QUESTION 5

- 5.1 List 10 guidelines for obtaining and retaining customer loyalty. (10 x 2) (20)
- 5.2 Give THREE advantages of a professionally designed routing system. (3 x 2) (6)
- 5.3 List FIVE factors that influence sales territory design. (5 x 2) (10)
- 5.4 List THREE objectives of an effective sales presentation. (3 x 2) (6)
- 5.5 List the first FOUR steps in the selling process. (4) (4)
- 5.6 Give TWO disadvantages of the Delphi technique as a forecasting method. (2 x 2) (4)
- [50]**

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