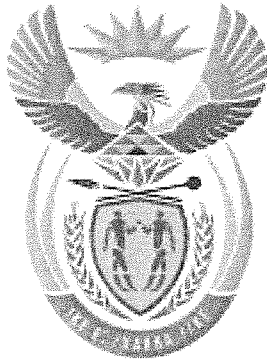
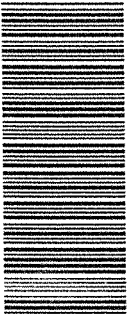


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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

**N1320(E)(M31)H
JUNE EXAMINATION**

NATIONAL CERTIFICATE

SALES MANAGEMENT N5

(4090325)

**31 May 2013 (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

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. SECTION A is COMPULSORY must be answered by all candidates.
 2. Answer only FOUR questions from 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: COMPULSORY**QUESTION 1**

1.1 Various options are given as possible answers to the following questions. Choose TWO answers and write only the letters (A–C) next to the question number (1.1.1–1.1.5) in the ANSWER BOOK.

1.1.1 What are the TWO main tasks of a salesperson?

- A Attaining customers
- B Handling enquiries and objections
- C Planning

1.1.2 The following are important for personal selling in marketing:

- A Risk factors
- B Advertising
- C Full employment

1.1.3 The following form part of a job description:

- A Training
- B Duties
- C Working conditions

1.1.4 What are good physical images of the salesperson?

- A Income
- B Manners and habits
- C Use of voice

1.1.5 What knowledge is necessary for the salesperson in terms of the company he/she represents?

- A Distribution policy
- B Product ranges
- C Price policy

(5 × 4) (20)

1.2 Give ONE word/term for each of the following descriptions. Write only the word/term next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

1.2.1 It is somebody who often uses the product/service of the company.

1.2.2 Aspects of a job specification are known as ...

1.2.3 Areas designed for each salesperson are known as ...

1.2.4 The salesperson displays and explains the uses of they product/service.

1.2.5 The salesperson compiles a list of serious potential customers to buy the product/service.

(5 × 2) (10)

1.3 Select answers from the list below to match the following sentences. Write only the letter (A–J) next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

- A Not having enough money
- B Assumptive question technique
- C Improve territory coverage
- D User
- E Create goodwill
- F Intensity of market coverage
- G Step to obtain and retain customer support
- H Closing signals
- I Get the prospect involved
- J Negotiate in terms of sales

1.3.1 Advantages of a proper routing system

1.3.2 The function of a buyer in the buying team

1.3.3 One of the objections the customer can make during presentation

1.3.4 Factors influencing the sales territory design

1.3.5 Indication that the salesperson must stop explaining and ask for the order

1.3.6 How do you intend to pay, cash or on terms?

1.3.7 A principle of effective product demonstration

1.3.8 An activity that must be used after an unsuccessful closure

1.3.9 Show that you care by regular contacts and visit

1.3.10 Role of the buying team.

(10 × 2) (20)

TOTAL SECTION A: 50

SECTION B

Answer only THREE questions from this section.

QUESTION 2

- 2.1 Define the term *telesale* in your own words. (2)
- 2.2 Name THREE factors that the salesperson must be aware of when scheduling time. (3 × 2) (6)
- 2.3 Give FIVE reasons why the modern salesperson plays an important role in the integrated marketing management team (5 × 2) (10)
- 2.4 Name FIVE marketing functions that the salesperson must perform on behalf of the company. (5 × 2) (10)
- 2.5 Name FIVE factors the salesperson must avoid in order not to ruin the presentation. (5 × 2) (10)
- 2.6 Name TWO objections clients often use. (2 × 1) (2)
- 2.7 Name FIVE elements of sales tasks. (5 × 2) (10)
- [50]**

QUESTION 3

- 3.1 Read the following advertisement carefully and then answer the questions:

Permanent post – Senior consultant, Ref. No.C3124, RECLEM Company is looking for a senior consultant at Newcastle Branch. Formal sales experience and diploma in a marketing field will be an advantage. At least 3 years' experience in a junior management position strongly recommended communication and interpersonal skills, knowledge of the Industrial Relations Act and its applications. Strong administration and planning skills, valid driver's license and ability to deal with people at all levels; creative, showing initiative and able to lead a team.

Applicants interested should fax their CV's marked ATT: Dawn A. Tshakala. For more information call: 034 325 6000

Closing date: 10 August 2013 before 16:00

- 3.1.1 Name the TWO categories into which a job analysis is divided. (2 × 2) (4)
- 3.1.2 Name FIVE elements under each category mentioned in QUESTION 3.1.1 by referring to the above advertisement. (10 × 2) (20)
- 3.2 Give the SIX basic requirements of a successful salesperson. (6 × 2) (12)

- 3.3 List SEVEN sources of information that can be used by the salesperson in order to sell the product/service effectively. (7 × 2) (14)

QUESTION 4

- 4.1 Give FIVE reasons why it important for the company to do forecasting. (5 × 2) (10)
- 4.2 State SIX methods of sale forecasting which can be used by companies. (6 × 2) (12)
- 4.3 Why are sales territories important for the company? (4 × 2) (8)
- 4.4 What factors influence sales territory design? (5 × 2) (10)
- 4.5 Name THREE types of sales volume quotas. (3 × 2) (6)
- 4.6 Explain the term *prospecting* in TWO sentences. (4)
- [50]**

QUESTION 5

- 5.1 Name 10 points to be considered when an individual buys the product for his/her own use. (10 × 2) (20)
- 5.2 Give FIVE elements of company leads techniques? (5 × 2) (10)
- 5.3 State FIVE reasons for objections after a sales presentation has been done. (5 × 2) (10)
- 5.4 Name FIVE activities the salesperson must perform after the presentation and closing has been done successfully? (5 × 2) (10)
- [50]**

TOTAL SECTION B: 150
GRAND TOTAL: 200