



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

**NATIONAL CERTIFICATE
NOVEMBER EXAMINATION
SALES MANAGEMENT N5
NOVEMBER 2014**

This marking guideline consists of 6 pages.

QUESTION 1

1.1	1.1.1	A ✓✓		
	1.1.2	A ✓✓		
	1.1.3	A ✓✓		
	1.1.4	B ✓✓		
	1.1.5	B ✓✓		
	1.1.6	B ✓✓		
	1.1.7	C ✓✓		
	1.1.8	C ✓✓		
	1.1.9	C ✓✓		
	1.1.10	A ✓✓		
	1.1.11	B ✓✓		
	1.1.12	C ✓✓		
	1.1.13	B ✓✓		
	1.1.14	B ✓✓		
	1.1.15	C ✓✓		
	1.1.16	A ✓✓		
	1.1.17	C ✓✓		
	1.1.18	B ✓✓		
	1.1.19	A ✓✓		
	1.1.20	B ✓✓		
			(20 x 2)	(40)
1.2	1.2.1	True ✓		
	1.2.2	True ✓		
	1.2.3	True ✓		
	1.2.4	True ✓		
	1.2.5	False ✓		
	1.2.6	False ✓		
	1.2.7	False ✓		
	1.2.8	False ✓		
	1.2.9	True ✓		
	1.2.10	False ✓		
			(10 x 1)	(10)
				[50]
TOTAL SECTION A:				50

SECTION B**QUESTION 2**

- 2.1
- Jury of executive opinion ✓
 - Delphi technique ✓
 - Sales force composite ✓
 - Time series analysis ✓
 - Users expectations ✓
 - Indicators ✓
- (6)
- 2.2
- Select geographical control unit ✓✓
 - Analyse sales peoples workload ✓✓
 - Determine sales potentials in each control unit ✓✓
 - Determine the basic territories ✓✓
 - Assign basic territories ✓✓
- (5 x 2) (10)
- 2.3
- To ensure proper market coverage ✓
 - Workload equalisation ✓
 - Increases moral of sales people ✓
 - Evaluation and control of sales force ✓
 - Analyses and planning of sales activities ✓
 - Sales are improved ✓
 - Reduce conflicts and disputes ✓
 - Improves/strengthens customer relations ✓
 - Co-ordinate selling with other marketing activities ✓
- (10 x 2) (20)
- 2.4
- They have all information needed ✓✓
 - They know the customers far better than management ✓✓
 - Quotas can be realistic ✓✓
 - Sales personnel are more convinced of their accuracy ✓✓
 - Sales personnel are closest to their territories
 - Without salespersons quotas can be lesser or higher
- (Any 4 x 2) (8)
- 2.5
- Conditions within the company ✓✓
 - Conditions within the industry ✓✓
 - Changed market conditions ✓✓
 - General business conditions
- (Any 3 x 2) (6)
- [50]**

QUESTION 3

- 3.1
- Creative resourcefulness and imaginativeness√
 - Self-motivation to attainment of goals√
 - Persuasive and mentally sharp√
 - Self-confidence and self-assuredness √
 - Social, person and service-orientated√
 - Perseverance and drive√
 - Perseverance and sharp-witted and studious√
 - Adaptable and versatile√
 - Reliable, responsible and punctual√
 - Empathy, tolerance and understanding√
- (Any 10 x 2) (20)
- 3.2
- Self-knowledge√√
 - Enthusiasm√√
 - Promotes specialization and professionalism√√
 - Income√√
 - Contributing to personnel development program
 - Knowledge builds loyalty
- (Any 4 x 2) (8)
- 3.3
- Contact person must give the name of the firm/ company and purpose of call as well as salesperson name√√
 - An offer must be clear and unambiguous √√
 - The price of the product/service conditions, terms and instalment conditions must be provided and all other additional costs√√
 - People must not be contacted at unreasonable times /hours√√
 - Telephone orders must be delivered as quick as possible √√
 - Listed telephone subscribers must be left in peace and not approached√√
 - The telesales must be subject to the usual code of ethics as applies to professional √√
- (Any 7 x 2) (14)
- 3.4
- Forecast is determined by actual product users√√
 - Forecast is relatively fast and inexpensive when only a few customers are involved√√
 - This technique can be used when no data is available (in case of a new product) √√
 - Management can get direct feedback of the thinking of people in the market√√
- (Any 4 x 2) (8)
- [50]**

QUESTION 4

- 4.1
- To enlarge the market share√√
 - To qualify sales leads√√
 - To decrease sales costs√√
 - To support sales in the field√√
 - To manage smaller accounts more profitably√√
 - To take orders
 - To improve customer service
 - To segment the market
 - To increase advertising effectiveness
 - To increase potential
- (5 x 2) (10)
- 4.2
- The question must not prompt a negative answer√√
 - The question must be relevant and specific√√
 - Ask personal and confidential questions only when absolutely necessary√√
 - Do not ask information which the prospect cannot provide√√(Any 4 x 2)
- (8)
- 4.3
- Prejudice√√
 - Ignorance√√
 - Fear√√
 - Self-satisfaction√√
 - Indecision√√
- (Any 5 x 2) (10)
- 4.4
- Objections are more indications of the prospect's reaction√√
 - Objections are excuses to get rid of salesperson √√
 - Objections are a sign of interest√√
 - Objections could result in lack of knowledge √√
 - Objections sometimes show lack of sight√√
 - Objections are also an excuse not to buy√√
- (Any 6 x 2) (12)
- 4.5
- Thanks for the business√
 - When delivery of a product takes place√
 - To ensure continued satisfaction√
 - Follow-up to determine future needs√
 - Adjustment to order
 - Follow-up on existing customers for obtaining the prospect
 - Follow up with the view of providing service
 - On customer's request
- (Any 4 x 2) (8)
- 4.6
- It's a person who uses the product or consumes the product such as customers/consumers/buyers√√
- (2)

[50]

QUESTION 5

- 5.1
- Ask more specific questions√√
 - Convert objections into advantages√√
 - Provide proof√√
 - Agree and qualify√√
 - Provide information√√
 - Ooreenkoms aangegaan
 - Show the prospect what delays could cost
 - Relate the product to the prospect's buying motives
 - Limit objections
 - Compare the product /service (Any 10 x 1) (10)
- 5.2
- Sales volume quotas derived from territorial sales potential √√
 - Sales volume derived from total market estimates√√
 - Sales volume quotas based on past experience√√
 - Sales volume quotas based on executive judgement√√
 - Sales volume quotas related only to compensation plan√√
 - Letting sales personnel set their own sales volume quotas (Any 5 x 2) (10)
- 5.3
- The origin of the company√√
 - The company's early years√√
 - Growth of the company√√
 - Gales philosophy of the company√√
 - Production processes and methods√√
 - Distribution policy√√
 - Price policy√√ (7 x 2) (14)
- 5.4
- Sales tasks√√
 - Supplementary services√√
 - Non-sales tasks√√ (3 x 2) (6)
- 5.5
- Assumptive close√
 - Minor question technique√
 - Inducement technique√
 - Emotional closing technique√
 - Physical action technique√
 - Weighing advantages against disadvantages
 - The standing room only technique
 - Other closing techniques (Any 5 x 2) (10)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200