



**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 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.
  2. Answer only THREE 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. Leave TWO lines between each question and at least ONE between sub-questions.
  6. Write neatly and legibly.
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**SECTION A****QUESTION 1**

1.1. Various options are provided as possible answers to the following questions. Choose the correct answer and write only the letter (A–C) next to the question number (1.1.1–1.1.20) in your ANSWER BOOK.

- 1.1.1 The roles of personal selling in the economy are ...
- A full employment.
  - B municipality rate.
  - C working conditions.
- 1.1.2 The success of personal selling in marketing is determined by the following factors:
- A Coping with risk factor
  - B Psychological objections
  - C Work summary
- 1.1.3 The marketing mix consists of four P's.
- Which ONE of the following words are represented in this marketing mix?
- A Place
  - B People
  - C Punctual
- 1.1.4 The main task of the salesperson is to ...
- A control.
  - B make regular contact and visits.
  - C help management with strategic planning.
- 1.1.5 What important knowledge does the salesperson need in order to sell products/services successfully?
- A Competitors
  - B Enthusiasm
  - C Jury of executive technique
- 1.1.6 The physical image of the salesperson includes the following:
- A Credit applications
  - B Appearance
  - C Fear

- 1.1.7 Personal selling is an attempt by a salesperson to sell a product to ... with the purpose of pleasing the customer.
- A managers
  - B hawkers
  - C prospective buyer(s)
- 1.1.8 State ONE way in which sales volume quotas can be expressed:
- A Product range
  - B Experience
  - C Point system
- 1.1.9 Factors that will influence the choice of a forecasting method:
- A Used with contests
  - B Administration
  - C General business conditions
- 1.1.10 Routing can be defined as:
- A Formally setting a pattern for a salesperson to use when making sales calls
  - B Simpler way of finding customers on the map and deciding the optimal orders for visiting
  - C Not a difficult task for most salespersons
- 1.1.11 The following is ONE of the criteria used to qualify/evaluate the prospects:
- A Company records
  - B Ability to buy
  - C Direct mail brochures
- 1.1.12 What type of information is needed when a salesperson is planning a sales presentation?
- A Prospects lists
  - B Activity quotas
  - C Personal information
- 1.1.13 The ... is one of the sales close techniques.
- A endless chain technique
  - B assumptive close
  - C users expectations

- 1.1.14 The following is the most commonly used method and is very subjective because of individual opinion:
- A Time series
  - B Jury of executive opinion
  - C Delphi technique
- 1.1.15 Two ways of handling objections:
- A Prejudice and fear
  - B Physical objections and ignorance
  - C Physical and psychological objections
- 1.1.16 Company records falls under the:
- A Company leads
  - B Publications
  - C Telephone
- 1.1.17 The following is the source of pre-approach information:
- A Time
  - B Database
  - C Financial institution
- 1.1.18 Factors of the approach techniques include the following:
- A Guarantees
  - B Shock approach
  - C Referrals
- 1.1.19 Give an activity the salesperson must bear in mind after an unsuccessful close.
- A Do not give up
  - B Thanks for business
  - C Adjustments to orders
- 1.1.20 Uses of telesales is very important to ...
- A deal with gatekeepers.
  - B increase potential.
  - C time allocation.

(20 x 2) (40)

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 (1.2.1–1.2.10) in the ANSWER BOOK.

- 1.2.1 Sales will increase if market share is enlarged.
- 1.2.2 Telesales make it possible to service the accounts at relatively lower costs.
- 1.2.3 Gatekeepers control the flow of information to relevant persons in the buying centre.
- 1.2.4 SABS is an example of a quality mark on a product.
- 1.2.5 Indecision is a physical objection made by a customer during a sales presentation.
- 1.2.6 Buying team is always appointed on permanent bases.
- 1.2.7 Customers' complaints are not the salesperson's responsibility.
- 1.2.8 Successful closing does not depend on the specific closing techniques the salesperson uses.
- 1.2.9 It is important for the salesperson to convert the objection into an advantage, where possible.
- 1.2.10 The salesperson does not need to make the prospect aware of his problem and need.

(10 x 1) (10)  
[50]

**TOTAL SECTION A: 50**

**SECTION B****QUESTION 2**

- 2.1 Name SIX forecasting methods the company can use to project its estimated sales targets. (6 x 1) (6)
- 2.2 Name FIVE steps to follow when the company has to design sales territories (5 x 2) (10)
- 2.3 How can the company benefit from making use of sales territories? (10 x 2) (20)
- 2.4 Why is it important for salespersons to participate in the setting of quotas? (4 x 2) (8)
- 2.5 Explain THREE factors influencing probable sales volume. (3 x 2) (6)
- [50]**

**QUESTION 3**

- 3.1 Name TEN personality traits required for the salesperson. (10 x 2) (20)
- 3.2 Give FOUR reasons why knowledge is important in successful selling. (4 x 2) (8)
- 3.3 Name SEVEN guidelines (ethics) recommended as codes of ethics for telesales. (7 x 2) (14)
- 3.4 Name FOUR advantages of user's expectations. (4 x 2) (8)
- [50]**

**QUESTION 4**

- 4.1 Name TEN uses of telesales. (5 x 2) (10)
- 4.2 Discuss FOUR question techniques that can be used to arise prospects' attention and interest. (4 x 2) (8)
- 4.3 Name FIVE psychological objections clients could make when a salesperson wants to close the deal of the product/service. (5 x 2) (10)
- 4.4 Briefly explain SIX meanings of objections encountered by a salesperson during his/her sales presentation. (6 x 2) (12)
- 4.5 Give FOUR reasons why follow-up is necessary. (4 x 2) (8)
- 4.6 Explain the term users. (2 x 1) (2)
- [50]**

**QUESTION 5**

- 5.1 What are TEN techniques that a salesperson can use to overcome objections? (10 x 1) (10)
- 5.2 List FIVE procedures for setting sales volume quotas. (5 x 2) (10)
- 5.3 A salesperson needs company knowledge in order to sell the product/service effectively and successfully.  
Name SEVEN such factors. (7 x 2) (14)
- 5.4 Name THREE basic tasks a salesperson must perform for the company. (3 x 2) (6)
- 5.5 Name FIVE sales territory closing techniques. (5 x 2) (10)

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