CAMEROON GENERAL CERTIFICATE OF EDUCATION BOARD
Technical and Vocational Education Examinations

SALES METHODS AND COMMUNICATION 1
5065

JUNE XXXX **INTERMEDIATE LEVEL**

Centre No. & Name	
Candidate No.	
Candidate Name	

Mobile phones are **NOT** allowed in the examination room.

5065 SALES METHODS AND COMMUNICATION 1: MULTIPLE CHOICE QUESTION PAPER

1 hour 30 minutes

INSTRUCTIONS TO CANDIDATES

Read the following instructions carefully before you start answering the questions in this paper. Make sure you have a soft HB pencil and an eraser for this examination.

1. USE A SOFT HB PENCIL THROUGHOUT THE EXAMINATION.
2. DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO.

Before the examination begins:

3. Check that this question booklet is headed "**Intermediate Level – 5065 SALES METHODS AND COMMUNICATION 1**.
4. Insert the information required in the spaces above.
5. Insert the information required in the spaces provided on the answer sheet using your HB pencil:

   Candidate Name, Exam Session, Subject Code, Centre Number and Candidate Number.

   Take care that you do not erase or fold the answer sheet or make any marks on it other than those asked for in these instructions.

How to answer the questions in this examination:

6. Answer **ALL** the **50** questions in this Examination. All questions carry equal marks.
7. Each question has FOUR suggested answers: **A, B, C** and **D**. Decide which answer is correct. Find the number of the question on the Answer Sheet and draw a horizontal line across the letter to join the square brackets for the answer you have chosen.

   For example, if **C** is your correct answer, mark **C** as shown below:

   [A] [B] [C] [D]

8. Mark only one answer for each question. If you mark more than one answer, you will score a zero for that question. If you change your mind about an answer, erase the first mark carefully, then mark your new answer.
9. Avoid spending too much time on any one question. If you find a question difficult, move on to the next question. You can come back to this question later.
10. Do all rough work in this booklet, using, where necessary, the blank spaces in the question booklet.
11. **You must not take this booklet and the answer sheet out of the examination room. All question booklets and answer sheets will be collected at the end of the examination.**

1. A typical selling price has _____ steps.
   A 5
   B 7
   C 8
   D 6

2. In business, the personal communication of information to persuade a potential customers to buy something which satisfies individual needs is called :
   A Personal selling
   B Personal communication
   C Personal relationship development
   D Personal communication skills.

3. _____ is a basic skill required by a sales person in the selling process.
   A Impatience
   B Dishonesty
   C Politeness
   D Arrogance.

4. What pushes a customer to buy a product is refer to as his :
   A Want
   B Need
   C Purchase mobile
   D Motivation.

5. _____ is the widest source of information to customer :
   A Television
   B Friends and relatives
   C Libraries
   D Markets.

6. The control department in the Ministry of Commerce in the cameroonian market is charged with :
   A Price control and tax collection
   B Expired drugs, price control, health and safety
   C Importation and exportation of goods
   D Distribution of customer goods.

7. A large self-service store that sells a complete line of household and non household products is called :
   A Discount store
   B Department store
   C Super market
   D Hyper market.

8. _____ refers to those activities involved in the transfer of goods and services from the producer to the consumer where ever the need arises.
   A Transportation
   B Physical distribution
   C Wholesaling
   D Distribution.

9. A self-service outlet which proposes food dominated products within a surface area between 400 and 2500m^2, best describes as :
   A Super market
   B Hyper market
   C Departmental store
   D Discount store

10. A type of selling which a sales agent carries out door – to - door selling is called :
   A Hawking
   B Home selling
   C Meting
   D Traditional selling.

11. A key disadvantage of traditional selling to a firm is :
   A Customers are easily convinced
   B It's time consuming
   C It's expensive, as a sales person must be employed
   D It ivites competition.

12. An advantage of telephone selling to a customer is :
   A Purchasing cost is reduced
   B Product features can be seen
   C Sellers can be trusted
   D Exact product may not be delivered.

13. ____ is a key disadvantage of street selling to the seller.
   A Sales people do not pay taxes
   B Is les strenuous
   C Objections can easily be handled
   D Not all the company's products can be exposed.

14. ____ is an amount given out by a bank to its customers on the basis of the availability of security.
   A An overdraft
   B Loan
   C A debenture
   D A bill of exchange.

15. An advantage of owning a bank acount to a business man includes :
   A Additional capital can be obtained for business
   B To show off wealth
   C To keep unwanted funds
   D To seek help from funders.

16. A financial institution which is at the centre of a nation's financial system represents :
   A Investment Bank
   B Commercial Bank
   C Central Bank

D Merchant Bank.

17. An installment credit includes the following :
A Mortgage loans, school fees losn, personal loan,
B School fee loan, credit card, home equity of line credit
C Credit card, home equity of lin of credit, retail/credit card
D Revolving credit, credit card, personal loan.

18. A bank that provides Financial and Banking services for it's country's Government and Commercial Banking System is called :
A Commercial Bank
B Central Bank
C Development Bank
D Investment Bank.

19. The act of Lesley a sales person, meeting and receiving Darren a customer in SANTA LUCIA shop is :
A Customers-follow-up
B Customer information
C Customer motivation
D Welcoming the customer.

20. When my customer in the person of Mary gives an objection to my product, the first thing to do is :
A To challenge her
B Give her a smile
C To ask her a question
D To say she is right.

21. In handling objections different situation require different techniques ; identify two techniques below :
A Politely postpone the objection or indirectly deny the objection
B Compensate for the objection or refer to discuss the competition
C Anticipate the objection or diagnose the prospect
D Boomerang the objection or acknowledge competition.

22. In order to avoid confusing a prospect during a sales presentation, a sales person should :
A Present a maximum of 3 products at a time
B Present many products at a time
C Allow all the products in his bag
D Keep away some information from the prospect.

23. _____ are the elements that make up the customers's profile.
A Geographic and situationed characteristics
B Demographic and buying pattern
C Credit worthiness and political situation
D Buying pattern and self image.

24. To increase effectiveness in making sales presentations, a sales person needs tactics such as :
A Gaining recognition and asking information from customers
B Indirect questioning and listening
C Need identification and confirmation
D Listening snd gaining recognision.

25. The first step of every sales presentation plan is to :
A Present the customer's profile
B Present sales objectives
C Present product benefits
D Present the product

26. Follow-up in the selling process is to ensure ___.
A Customer satisfaction
B Delivery
C Payment
D Competition.

27. Sales person negotiate with customers inorder to_____.
A Increase profit
B Show-off
C Challenge him/her
D Avoid misinterpretation.

28. Product presentation is a crucial step in the selling process. This is done by _____.
A Demonstrating how the product functions
B Asking the customer to pay immediately
C Preventing the customer from manipulating the product.
D Displaying all related products.

29. The closing technique used by the sales person is _.
A Write up the order
B Lower price
C Offer extra quantity
D Offer discount.

30. ____ is a transaction during which the customer pays for his/her purchase.
A Charge sales
B Discount sales
C Cash sales
D Delivery sales.

31. A letter written by someone who want to buy good is known as :
A An estimate
B An inquiry
C A quotation
D A tender.

32. A document which shows the details of goods bought and their prices is called :
A An order
B An inquiry
C An invoice

D An estimate.

33. Which of the following is not an element on an order form :
A The quality of items
B The quantity of items
C The description of items
D The unit prices of items.

34. An expenditure note is sent by :
A Seller
B Buyer
C Independent transporter
D Shopping agency.

35. _____ are made by the supplier and put at the disposal of customers and contain the full address, products sold and payment conditions.
A Order form
B Delivery form
C Receipt form
D Supplier form.

36. The services offered after sales is to ensure :
A Sales
B Repeat purchase
C Delivery
D Payment.

37. Fokou enterprise constantly render transportation services to one of their regular customer John Marc, the aim is to make him _____.
A Practiced modified rebuy
B Loyal customer
C Carry dissonance buying
D Carry complex buying.

38. Alubassa company provides magazines to his customers to educate them on the products.This is refered to as :
A Services before sales
B Services during sales
C Services after sales
D Complex services.

39. The element of the marketing mix that tells people bout the existence and uses of a good is known as :
A Product
B Price
C Place
D Promotion.

40. Communication fails when the _____does not reach the receiver.
A Message
B Product
C Goods
D Services.

41. _____ is the person who wishes to convey an idea and to seek information.
A Receiver
B Sender
C Encoder
D Decoder.

42. Any disturbance that make the receiver not to receive the message as intended is known as :
A Encoding
B Decoding
C Message
D Noise.

43. One-way communication used by the principal to inform the students to pay school fees is through ____.
A Staff meetings
B Notice boards
C Magazines
D Handbook.

44. Grape vine is a example of :
A Advertising
B Promotion
C Formed communication
D Informal communication.

45. The real determination of promotion mix is ____.
A The market
B The product
C Funds available
D The product life cycle

46. _____ are trained people who actively persuade and educate prospective customers.
A Sales team
B Managers
C Propects
D Educators.

47. A situation where the sales person is paid a regular amount each month is known as :
A Commission
B Bonus
C Fixed salary
D Salary.

48. Which of this is not a method of evaluating a sales person ?
A Sales reports
B Research
C Personal observation
D Customer survey

49. A letter written by the supplier to the customer as a reply to an inquiry made is known as :
A Price list
B Quotation
C Estimate
D An order.

50. Who sends an acknowledgement letter ?
A Customer
B Transporter
C Supplier
D State.

STOP

GO BACK AND CHECK YOUR WORK