

SALES METHODS AND COMMUNICATION 2
5065



CAMEROON GENERAL CERTIFICATE OF EDUCATION BOARD

Technical and Vocational Education Examination

JUNE XXXX

INTERMEDIATE LEVEL

Subject Title	SALES METHODS AND COMMUNICATION
Subject Code No.	5065
Paper No.	TWO

3 Hours

Instructions: Answer any 5 questions, all Questions carry equal marks

You are reminded of the necessity for good English and orderly presentation in your answers.

1. Motivated by the high number of customers registered in their stand during the BAMENDA Regional trade fair. The manager of TradeBELGOCAM ANIMAL FEED Company intends to open a Branch in Bamenda town to sell its products to local farmers.
 - (a) Define personal selling and state the selling steps you will use to bring more customers to the BELGOCAM shop. **(9 marks)**
 - (b) Using diagrams, explain how BELGOCAM can use the direct and indirect channels to distribute its products **(6 marks)**
 - (c) Give two reasons why BELGOCAM sales staff should demonstrate how to use products during their sales **(5 marks)**

2. Food processing companies use different outlets and methods to sell their products.
 - (a) Using your knowledge of marketing fill the form in Appendix 1 **(7 marks)**
 - (b) Using the form in Appendix 2. Give the advantages and disadvantages of these methods of sales to a customer. **(9 marks)**
 - (c) Explain two means by which the food processing company can evaluate their sales persons. **(4 marks)**

3. Some banks have been able to stay in business because of the financial assistance they give to various businesses. However, others have gone out of business because of the poor customer care services.
 - (a) List and explain FOUR categories of banks. **(8 marks)**
 - (b) Give THREE key roles of a commercial bank. **(6 marks)**
 - (c) What THREE elements will you propose to help improve on the customer services of a bank? **(6 marks)**

4. Tanyi operates a building material store in Tamdja Bafousam, P.O.BOX 5016. Telephone: 6716000 P.O. BOX 100. Tanyi decides to place an order from Fokou enterprise for the supply of:
 - 100 10mm rods reference 001R
 - 100 8mm rods reference 002R
 - 100 bags of cement reference 005R
 Fokou S.A P.O.Box 16, marche B received the order N° 6001 this same day .

Required

 - (a) Complete the order form in Appendix 3 **(8 marks)**
 - (b) Give that:
 - (i) 10mm rods cost 4000frs each
 - (ii) 8mm rods cost 2500frs each
 - (iii) A bag of cement cost 5000frs
 Explain after sales services Tanyi can offer to his customers to encourage repeat purchases **(6 marks)**
 - (c) Using the above information, determine the net amount to be paid by Tanyi if Fokou is according him a 10% trade discount, VAT; 19.25% **(6 marks)**

5. Sales have dropped in MAHIMA supermarket. After some preliminary investigations, the manager discovered it was due to breakdown in communication as a result of noise and poor management of the various activities taking place in the shop.
- Sketch the communication process and explain what is meant by "Noise" in communication **(8 marks)**
 - Classify the stages of activities that take place from when a customer enters till when he/she finally leaves the shop. **(6 marks)**
 - Explain THREE methods the manager can use to compensate his sales persons **(6 marks)**
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6. To better take charge of its customers, the management of NJEIFOBFI supermarket has instructed the sales persons to identify consumers motivation so as to present only those products that corresponds to their needs.
- Explain the following as used in marketing
 - Motivation
 - Consumer
 - Non Absolute consumers
 - Potential market
 - Actual consumers**(8 marks)**
 - List THREE elements you will consider when taking charge of the customers. **(6 marks)**
 - Given the following information relating to one of Njaifobi's products; cornbeef.
 Total population = 100.000 Inhabitants
 Non Absolute consumers = 10000 people
 Non relative consumers = 5000 people
 Determine the:
 - Actual market of cornbeef.
 - Potential market of cornbeef**(6 marks)**
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7. As an experienced sales person in the Cameroonian job market and with the high rate of unemployment, the owner of SANTA LUCIA shop wants to set up a new outlet at the city chemist neighbourhood in Bamenda. This shop will sell computers and its accessories alongside provisions. The general manager, Mr. Ndongmo Ibrahim intends to test your abilities (competences) in the following domains in order to grant you employment.
- Explain FOUR contact (face to face) sales methods this shop can use to satisfy its customers **(8 marks)**
 - Give FOUR reasons why the management of SANTA LUCIA should employ you as a sales person **(8 marks)**
 - Distinguish between an overdraft and a loan as types of credits. SANTA LUCIA can contact with its Bank. **(4 marks)**

Appendix 1

Types of retail outlet	Criteria for classification	Examples
Traditional stores (convenience shop)	Sales area 2100m ²	Mostly quarter stores
Min supermarket		
	440m ² -2500m ²	
Hypermarket		Bricolux, Ideal, Score

Appendix 2

Method of sales	Advantages to the customer	Disadvantages to the customer
Traditional selling		
Telephone selling		
Door to door selling		

Appendix 3

Purchase order N° _____

Reference	Description	Units	Quantity	Amount
		Mm		
		Mm		
		bags		

Sign _____