

GENERAL CERTIFICATE OF EDUCATION BOARD
Technical and Vocational Education Examination

SALES METHODS AND COMMUNICATION 1
5065

JUNE 2021

INTERMEDIATE LEVEL

Specialty Code	MKTG (ACCA)
Specialty Name	MARKETING (SALESMANSHIP)
Centre No. & Name	
Candidate Identification 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, and Candidate Identification 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. At the end of the examination, the invigilator shall collect first the answer sheet and then the question booklet. **DO NOT ATTEMPT TO LEAVE THE EXAMINATION HALL WITH IT.**

1. Identify from the alternatives below the quality you will consider when recruiting sales people for a company.
 - A Knowledge of competitors
 - B Knowledge of the company
 - C Knowledge in science
 - D Knowledge of the country

2. what pushes a customer to buy a product so as to satisfy a need is
 - A Purchase mobiles
 - B Customer's behaviour
 - C Customer's motivation
 - D Customer's profile

3. The channel structure used to transfer products from an organisation to its customer is called
 - A Distribution
 - B An organigram
 - C Promotion
 - D A company

4. Any paid form of Non personal presentation of promotion of ideas, goods or services by an identified sponsor; is the definition of
 - A Communication
 - B Sales promotion
 - C Personal selling
 - D advertising

5. Identify a factor below that may prevent the advertising message delivered by the sales manager of CIMENCAM not to be understood as intended
 - A Differences in perception
 - B The weather
 - C Nature of the goods
 - D competition

6. A form of contact sales in which the sales person assists a customer to make his /her choice during a sales presentation is
 - A Assisted self service
 - B self-service sale
 - C Meeting sales
 - D Traditional selling

7. Which of the following is an example of a commercial Bank?
 - A BICEC Bank
 - B African development bank
 - C BEAC
 - D CAMPOST

8. When receiving a business call, active listening is necessary because
 - A Visual the distance is long
 - B The caller must be respected
 - C There is confidence in the caller
 - D It is not accompanied by a gesture

9. As a marketer, identify an element you will consider when developing a customer's profile.
 - A Channel of distribution
 - B Nature of product
 - C Frequency of consumption
 - D Nature of the sales point

10. From a data sheet, an element of the legal status of a point of sales is
 - A customer's profile
 - B Form of business ownership
 - C Surface area of the P.O.S
 - D Product lines

11. Identify from the list below aspects that may be considered to make a supermarket attractive:
 - A A building with a surface area of 200m
 - B A building with wooden shelves only
 - C A building located at the out skirts of the town
 - D Building painted with bright colors and multiple outlets

12. A common means of taking leave of a customer in a supermarket in order to encourage repeat purchase is by
 - A Package the customers product and accompanying him to the door step
 - B Cleaning the selling space immediately
 - C Asking him/her open questions
 - D Offering him/her comfortable seat

13. The documents that a road construction company submits to the ministry of public works to be chosen for construction work is called
 - A An estimate
 - B A tender
 - C A catalogue
 - D A catalogue

14. Excuses and worries raised by Mr. NEBA, a customer to a retail shop, as reasons not to buy a company's product are called
 - A Purchase mobile
 - B motivation
 - C Arguments
 - D objections

15. The safest means of payment to be used for purchase transaction done over long distances is:
- By cash
 - Through electronic card
 - By cheque
 - Mobile money
16. Offering an opportunity to COGENI customers to buy their goods through the use of telephone, internet or the company's website is an activity linked to
- Services before sales
 - Services during sales
 - Before and during sales services
 - After sales services
17. In a retail store, an employee that sets goals and makes sure these goals are achieved is called
- Sales manager
 - Store keeper
 - Sales point technician
 - Sales assistant
18. Identify the most probable reason why companies use business letters in their transactions:
- Improve a proof of the business deal
 - To remove government regulations
 - To provide a proof of the business lead
 - To show their writing skills
19. The main goal of motivation as an activity in sales management is to
- Encourage sales people to work hard
 - Increase production
 - Improve on organisation integration
 - Ensure proper use of the company's resources
20. A document commonly used in evaluating sales people that contains the weekly or monthly work plans and longer term territory marketing plan is called
- Annual report
 - Expense report
 - Sales report
 - Call reports
21. This is a service offered by CAMPOST in which they use technology to send signals, images and messages over long distances by telex and Facsimile
- Postal services
 - Telecommunication services
 - Financial services
 - Technical services
22. Good selling skills involve
- impatience
 - Dishonesty
 - Lack of knowledge
 - patience
23. A key aspect examined when establishing a Customer's profile before sales is call.
- The buyers qualification
 - The buyers family history
 - The buyers expectation and purchase policy
 - The buyer's scale of preference
24. The marketing activity carried out by SOACAM company associated with the selling of food items for resale is called
- Hawking
 - Wholesaling
 - prospecting
 - Retailing
25. Advertising objectives include which of the following activities?
- Informing, persuading ,reminding
 - Informing, Distributing, and reminding
 - Informing persuading, And evaluating
 - Informing reminding and decoding
26. The process by which the receiver assigns meaning to the symbols encoded by the sender is
- Encoding
 - Feed back
 - Response
 - Decoding
27. A form of visual sales in which the company uses a device to obtain purchased goods and services at a sales point is
- Assisted self service
 - Automatic vending
 - Automatic self service
 - Traditional selling
28. Banks use a major portion of deposits to
- To keep as reserve for their personal use
 - Meet routine expenses
 - Extend customer's loans
 - Do renovation work
29. Identify a major disadvantage of radio advertisement over television adverts.
- More people listen to the radio
 - The radio cannot display images of product
 - Radio adverts are less costly
 - Television advert have wide reach

30. A document used by a prospective buyer to get information from suppliers in order to make purchases
- Order letter
 - Quotation
 - Tender
 - Enquiry
-
31. In order to implant a branch of its supermarket in the town of Mbanga, the manager of NJEI FORBE gathered information about the town, the customers, location and what attract them to buy, as well as their competitor. This is known as
- Point of sales prospection
 - Point of sales communication
 - Point of sales positioning
 - Point of sales situation
-
32. Painting an imposing structure of a supermarket with unique colours as well as the use of glasses shelves to display products are activities linked to enhance
- Evaluation of a sales point.
 - Attractiveness of a sales point.
 - Availability of a sales point.
 - Credibility of a sales point.
-
33. Selling a pair of shoes to a customer to wear alongside a purchased suit is an act that best describes:
- Complementary sales
 - Concluding sales
 - Settlement /payment
 - reformulation
-
34. A document commonly used by the purchasing department of an organisation that gives detail information about prospective sellers and their product is called
- A product card
 - A product analysis sheet
 - A supplier's sheet
 - A quotation
-
35. A document that summarises the characteristics of a product following a logical plan
- Item sheet
 - Suppliers sheet
 - Product analysis sheet
 - Data analysis sheet
-
36. Global services recently produced a new product called Metoyo. The cost of production is 20,000 FCFA. The marketing manager intends to sell the product at a 20% make up rate (margin).The selling price of Metoyo will be
- 20,000
 - 24000
 - 16000
 - 4000
-
37. Fokou S.A offers installation services to customers who buy Toilet pots and other Technical products from their sales point. Their intention is to
- Foster hygiene and sanitation
 - Encourage customer loyalty
 - To show case their wealth
 - To liquidate the product
-
38. It shows the structure and the relationship between the employees of a point of sales
- Organisational chart
 - Distribution channel
 - Channel of communication
 - Sales call plan
-
39. The body of business letters between buyers and sellers has which of the following parts?
- Introduction subject matter and conclusion
 - Subject matter, introduction and complementary close
 - Salutation ,subject matter and the body
 - Introduction ,development and conclusion
-
40. A group of people who come together to perform a specific task and have a common objective to achieve within an enterprise constitute what is known as
- Syndicate
 - Cooperatives
 - Team
 - Community
-
41. John Paul writes a neat and carefully organised personal letter to the management of Moghamo Travel Agency indicating his interest in a job advertised over C.R.T.V. This type of letter is called
- A curriculum
 - An application letter
 - A business letter
 - A letter of enquiry
-
42. Cameroon postal services make use of PMB. PMB stands for
- Postal mail bag
 - Private mail bag
 - Post office mail bag
 - Postage mail bag

43. Which of the following represents the rightful steps to be followed by a sales person in order to sell a company's product?
- A Approach, prospecting, product presentation and closing
 - B Prospecting, product presentation, approach and closing sales
 - C Prospecting, approach, product presentation and closing sales
 - D Closing sales, approach, product presentation and prospecting
-
44. In order to buy a company's product, consumers obtain information from both internal and external sources. Identify from the option below an external source of information exposed to consumers:
- A Company's website
 - B Friends and relatives
 - C Adverts
 - D Sales promotion
-
45. Mr. Fon, the commercial director of a newly created supermarket is thinking of using assisted self-service at his point of sales. Point out the major disadvantages of this method of sales to Mr. Fon.
- A Personal expenses will be greatly reduce
 - B There will be physical contact between the customer and sales people
 - C Customers will benefit from technical advice from sales people
 - D It will facilitate rapid purchases by customers
-
46. From the list below, identify the importance of commercial Bank loans to the Cameroonians economy
- A It improves on the profit of the bank
 - B It increase the dividend of share holders
 - C It helps in improving the standard of living of the citizen
 - D It generates revenue to the state through taxes
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47. From the list below, Identify the attitude that must not be adopted by a sales person during a Telephone selling interaction
- A Speak at a professional rate
 - B Evaluate your tone
 - C Articulate carefully
 - D Be the first to hang up the phone
-
48. A retail outlet with a surface area between 400 m² and 2500 m² that sells a variety of products and product lines is:
- A Traditional store
 - B Super market
 - C Hyper market
 - D Discount store
-
49. I don't like Chinese products is an example of an objection related to
- A Price
 - B Quality
 - C Need
 - D Source
-
50. MTN Cameroon offers a hotline or Toll free dialling number "7123" for customers to find out about services. This activity is linked to:
- A Service before sales
 - B Communication services
 - C After sales services
 - D During sales services
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STOP
GO BACK AND CHECK YOUR WORK