

5065/1/2025  
SALES METHODS AND  
COMMUNICATIONS I/ITVEE

## SOUTH WEST REGIONAL MOCK EXAMINATION TECHNICAL AND VOCATIONAL EDUCATION

The Teachers' Resource Unit (TRU) in collaboration with the Subject Teachers' Association (STA)	Subject code 5065	Paper number 1
CANDIDATE NAME .....	Specialty: MARKETING	
CANDIDATE NUMBER .....	Subject title SALES METHODS AND COMMUNICATION	
CENTRE NUMBER .....	DATE FRIDAY 21/03/2025	
INTERMEDIATE LEVEL		

Time Allowed: One hour thirty minutes

### INSTRUCTIONS TO CANDIDATES:

1. USE A SOFT HB PENCIL THROUGHOUT THIS 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, Paper 1".
4. Insert the information required in the spaces provided above.
5. Without opening the booklet, pull out the answer sheet carefully from inside the front cover of this booklet. Take care that you do not crease or fold the answer sheet or make any marks on it other than those asked for in these instructions.
6. Insert the information required in the spaces provided on the answer sheet using your HB pencil:

Candidate Name, Centre Number, Candidate Number, Subject Code Number and Paper Number

How to answer questions in this examination:

7. Answer ALL the 50 questions in this examination. All questions carry equal marks.
8. For each question there are 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 )

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



1. Any excuse raised by a prospect so as not to buy a company's product is known as a/an
  - A Objection
  - B Approach
  - C Complaints
  - D Lack of money
2. Consumer Protection Act is significant to
  - A Immovable goods
  - B Particular goods and services
  - C Movable goods
  - D All products
3. A key disadvantage of telephone selling to customers is
  - A Customers are easily convinced
  - B Customers may be scared
  - C Customers may be ignored
  - D Network issues
4. Which type of distribution channel involves no intermediary?
  - A Exclusive marketing channel
  - B Direct marketing channel
  - C Personal marketing channel
  - D Indirect marketing channel
5. Individuals who prospect, communicate and build customer relationship for the company are called
  - A Company agents
  - B Negotiators
  - C Business men
  - D Salespeople
6. 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 Hypermarket
7. Which credit facility is granted by commercial banks to current account holders?
  - A Overdraft
  - B Cash credit
  - C Cash deposit
  - D Loans
8. The objective of advertising is to inform, persuade and remind
  - A Customers
  - B Suppliers
  - C employers
  - D Employees
9. It refers to all those activities involved in the transfer of goods and services from the producer to the final consumer
  - A Transportation
  - B Physical distribution
  - C Wholesaling
  - D Distribution
10. Which stage of the sales process involves identifying potential customers for a product?
  - A Production
  - B Presentation
  - C Prospecting
  - D Preparation
11. The communication mix is made up of
  - A Sales promotion, production, advertising
  - B Sales promotion, distribution, advertising
  - C Sales promotion, direct marketing, advertising
  - D Sales promotion, communication, advertising
12. Which of the element below is a form of non-verbal communication?
  - A Face to face conversation
  - B Facial expression
  - C Radio communication
  - D Telephone calls
13. A sales method which focuses on building long term relationships with customers is referred to as
  - A Transactional selling
  - B Consultative selling
  - C Solution selling
  - D Aggressive selling
14. "Value-added services" means
  - A Customer services
  - B Better value at a discount
  - C Additional services
  - D Discount services
15. The act in which Paul a salesperson, meets and receive Peter a customer in SANTA LUCIA shop is known as
  - A Customer-follow-up
  - B Customer information
  - C Customer motivation
  - D Welcoming the customer
16. The stage in the sales process whereby a sales person clarifies excuses preventing a prospect from concluding a sale is known as
  - A Product demonstration stage
  - B follow up
  - C Handling objection stage
  - D closing sales
17. A key characteristics of personal selling is
  - A Mass communication
  - B Impersonal interaction
  - C One-on one interaction
  - D Limited feedback
18. The best way of increasing the sale of a product is through
  - A Exhibition
  - B Outside store sales
  - C Direct sales
  - D Advertisement



All marketing activities aimed at stimulating the immediate sales of a product is known as

- A. Advertising
- B. Personal selling
- C. Sales promotion
- D. Sponsorship

Department stores are examples of

- A. Distribution
- B. Retailing
- C. Wholesaling
- D. Franchising

It has led to a greater emphasis on customer service

- A. Profit
- B. Demand
- C. Promotion
- D. Competition

What is the role of the sales manager in an organization?

- A. Manage employees
- B. Manage resources
- C. Manage sales
- D. Manage stocks

23. POS stands for

- A. Point of stock
- B. Point of sales
- C. Provision of office services
- D. Prove of sales

24. Communication is the task of imparting

- A. Information
- B. Training
- C. Knowledge
- D. message

25. The geographical area that is assigned to a sales person is known as

- A. Vertical integration
- B. Territory
- C. Market place
- D. Quarter

26. It is the act of persuading a prospect to buy something.

- A. Seller
- B. Selling
- C. Sales force
- D. Sales person

27. When is an invoice sent to the customer?

- A. When payment for an order is due
- B. When order items arrive
- C. When a refund is made for faulty items
- D. When an order is available

28. The final user of a product is a

- A. Customer
- B. Buyer
- C. Consumer
- D. Seller

29. The transmission of written and graphical copies of information through a telephone network to produce exact copies at the receiving end is known as

- A. Telex
- B. Telegram
- C. Telephone
- D. Telecopies

30. A sales point whose surface area is between 400-2,500 square meters is a

- A. Department store
- B. Traditional store
- C. Supermarket
- D. Hypermarket

31. The area in the point of sales where many customers are found is called

- A. Primary zone
- B. Secondary zone
- C. Tertiary zone
- D. Peoples zone

32. A sales pitch which involves presenting the product to a prospect within the shortest time possible is referred to as

- A. Cold sales pitch
- B. Written sales pitch
- C. Elevator sales pitch
- D. Use of sales kit

33. The last activity of a sales preparation is

- A. Preparing the materials to be used
- B. Qualifying customers
- C. Developing sales argument on product
- D. Analysing information about the product

34. The phase of sales where the salesperson summarizes all what the customer has said is called

- A. Reception
- B. Identifying customer's needs
- C. Product presentation
- D. Reformulation

35. Identify a technical characteristic of a product.

- A. Price
- B. Guarantee
- C. Warranty
- D. Composition

36. The sales staff who controls entry and exit of stocks in the warehouse is a

- A. Salesperson
- B. Cashier
- C. Store accountant
- D. Sales point technician

37. The expression "I need more information about the product" is an objection relating to

- A. Need
- B. Product
- C. Source
- D. Price



38. A sales staff who offers assistance to customers as they make their purchases is a

- A Store keeper
- B Security agent
- C Self service employee
- D Sales point technician

39. Which document carries the exact prices of goods supplied?

- A Price list
- B Price current
- C Estimate
- D Enquiry

40. The transmission of information from an employee to management is known as

- A Descending communication
- B Ascending communication
- C Horizontal communication
- D Parallel communication

41. A group of interaction formed just for a moment is a/an

- A Occasional group
- B Natural group
- C Situational group
- D Permanent group

42. Which model summarizes customer's purchase mobile?

- A Rostov's model
- B Maslow's model
- C SONCAS model
- D Adam Smith's model

43. A consumer who is aware of a product's existence but will never consume it due to poor health is called

- A Non-Absolute consumer
- B Non relative consumer
- C Real consumer
- D Potential consumer

44. It serves as a commercial source of information for consumers about a firm's product.

- A Relatives
- B Salesperson
- C Internet
- D Acquaintances

45. Which sales method is most suitable for customers who cannot physically visit stores but want to purchase a variety of products?

- A Exhibitions
- B Wholesale
- C Retail
- D Direct marketing

46. Entrances to stores should promote customer convenience and assist in store

- A Space
- B Display
- C Security
- D Sales

47. An account in which no interest is paid by the bank is called

- A Savings account
- B Deposit account
- C Current account
- D Time deposit account

48. A marketing communication mix whose main aim is to encourage customer loyalty is

- A Advertising
- B Sales promotion
- C Public relation
- D Personal selling

49. What part of the store layout includes the aisles?

- A Selling space
- B Display space
- C Customer space
- D Storage space

50. Educating the customer about the products features and benefits is

- A Classifying the customer
- B Closing sales
- C Handling objections
- D Presenting the product

END.

GO BACK AND CHECK YOUR WORK