

65/2/2025

S METHODS AND
UNICATION 2/ITVE

SOUTH WEST REGIONAL MOCK EXAMINATION

Technical and Vocational Education

THE TEACHERS' RESOURCE UNIT (TRU)

Cellule d'appui à l'action Pédagogique

IN COLLABORATION WITH

En collaboration avec

THE REGIONAL INSPECTORATES OF PEDAGOGY AND

THE SUBJECT TEACHERS' ASSOCIATIONS (STA)

FRIDAY 21st MARCH 2025

INTERMEDIATE LEVEL

Specialty Name/Specialty code	MARKETING – MKT (ACC).
Subject Title	SALES METHODS AND COMMUNICATION
Paper No	2
Subject Code No	5065

Duration: Two Hours Thirty Minutes

INSTRUCTIONS TO CANDIDATES:

This paper carries SEVEN questions. Answer any FIVE questions.

Each question carries 20 marks. For your guidance, the approximate mark for each part of a question is indicated in brackets.

If you answer MORE THAN five (5) questions, ONLY the first five (5) answers presented will be marked and the other cancelled.

You must use ONLY Blue or Black ink. No answer in Pencil will be marked.

All Appendices filled or completed should be handed in with your answer booklet.

All necessary calculations must be shown.

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

You are advised to read carefully through the question paper, before you begin your answers.

QUESTION ONE

SHEHEN, a newly established dealer in cosmetics and wedding accessories located in Mamfe, is actively seeking trained salespeople proficient in selling techniques, exceptional customer service, and the management of commercial transactions. The company aims to build a strong sales team that can effectively engage with customers, understand their needs, and drive sales while ensuring a smooth transaction process. Candidates with a proven track record in retail and a passion for the beauty and wedding industry are encouraged to apply.

- Define a salesperson and explain five qualities of a good salesperson. (7marks)
- State and explain three methods of payments that can be made in a retail shop. (7marks)
- Explain three (3) sales methods a salesperson can use to sell products. (6marks)

QUESTION TWO

Miss. Ruthee, at Eco Bank, we offer several types of accounts tailored to meet your needs. Additionally, we provide business accounts specifically designed for entrepreneurs like you, which can help rationalised your finances. Our bank is committed to supporting the community by offering various loan options, including agricultural loans, which can be utilized to expand your poultry farm. These loans come with competitive interest rates and flexible repayment plans, ensuring you have the financial support needed to grow your business.

- List three types of accounts offered by Eco bank. (3 marks)
- Name three functions of commercial banks to businesses in Cameroon. (5 marks)
- Identify 6 items commonly found on an advice note. (6 marks)
 - Give 5 benefits of bank credit to Miss. Ruthee. (6 marks)

QUESTION THREE

The Shopping Center has observed a significant increase in sales over the past three months; this is attributed to the implementation of self-service sales for customers. To further enhance sales in the upcoming year, management plans to intensify the use of communication mix elements. By strategically integrating these elements, the center aims to effectively engage customers, promote new offerings, and strengthen brand loyalty, thereby driving sales performance and profit.

- Define communication mix and explain three (3) of its elements this company can use to boost sales. (6marks)
- Give three (3) advantages and three (3) disadvantages of self-service to an organization. (6marks)
- With the aid of a diagram, explain the communication process use by this company to transmit information to the public. (8marks)

QUESTION FOUR

As the teams' group leader for the newly formed sales team tasked with promoting MTN Yamo in the South West Region, our primary objective will be to educate potential customers about the unique features and benefits of MTN Yamo. We will conduct targeted presentations and demonstrations to showcase the product's value, while gathering feedback to refine our approach. Collaboration among team members will be essential and all activities will align with MTN's overall marketing goals. Together, we will establish a strong presence for MTN Yamo in the region, fostering a positive reception and driving customer interest.

- Define a group and state three of its characteristics. (5 marks)
- State and explain two forms of communication, outlining two (2) ways a company can improve its communication skills. (5 marks)

- c) Assuming you are the Personal Assistant to the manager of KEND'S communication located at Mile 17 P.O. box 226 Buea. You got an advert about Yamo bundle and its related offers at MTN Buea branch with the address P.O box 152 Molyko-Buea. Write a letter to enquire about the product they offer for the signature of Mr. Moore Peters the purchasing manager. (10marks)

QUESTION FIVE

SWECOM, an Internet Service Provider in Cameroon aims to expand its operation to the Limbe Municipality with a population of about 500 000 inhabitants. Currently, 50% of this population utilizes the SWECOM WIFI modem, 30% are subscribed to other network providers, meanwhile 10% of the inhabitants are unaware of SWECOM's services in the area, and another 10% are unable to use the service due to physical challenges. This presents both an opportunity and a challenge for SWECOM as it seeks to increase its market presence and address the needs of all potential customers in Limbe.

- Define a consumer and explain the different types of consumers mentioned in the extract above. (8 marks)
- Determine the population of the various types of consumers mentioned above. (8marks)
- Identify four (4) sources of consumer information. (4marks)

QUESTION SIX

Upon graduation, you are employed as a marketing manager at FASCOM, a newly created telecommunication organization. The company's objective is to increase the proportion of their market share, create and maintain customer loyalty by improving the quality and value of their customer service.

- Define a service and enumerate the four (4) It's characteristics of services. (6marks)
- Assume that, the total sales of the telecommunication industry in Cameroon is 500,000,000FCFA, MTN market share is 30%, Orange is 20%, Camtel is 35% and Nextel is 10%. What will be the value of FASCOMs' market share? (5marks)
- Using examples, briefly explain the following concepts; pre-sale services, during- sales services and after-sales services. (9marks)

QUESTION SEVEN

L&G a new firm in the fashion industry recognizes the presence of the formidable D&G firm. Acknowledging the challenges to be faced due to intense competition, L&G intends to create and maintain a mutually beneficial relationship with D&G that will lead to a powerful alliance and strengthen their respective brands, thus expanding their customer base. This initiative requires a business letter.

- Define a business letter. Give four (4) reasons for writing a business letter. (6marks)
- Draft a business letter for L&G firm stating clearly all the parts of a business letter. (8marks)
- Explain the approach they can use to position their sales point with respect to competitors. (6marks)

END

