

GENERAL CERTIFICATE OF EDUCATION BOARD
Technical and Vocational Education Examination

JUNE 2025

KAWLO

INTERMEDIATE LEVEL

Specialty Name and Acronym	MARKETING (SALESMANSHIP) – MKTG
Centre No.	
Centre Name	
Candidate Identification No.	
Candidate Name	

Mobile phones are NOT allowed in the examination room.

5060 PRODUCT MASTERY - 1. MULTIPLE CHOICE QUESTIONS

Duration: One and a Half Hours

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 – 5060 PRODUCT MASTERY - 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 crease 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.

Turn Over

1. Firms that practice the marketing philosophy lay more emphasis on
 - A Production
 - B Customer Satisfaction
 - C Selling
 - D Distribution

2. The period in the evolution of marketing when producers sold their surplus outputs to local middlemen is called
 - A Simple Trade Era
 - B Sales Era
 - C Production Era
 - D Marketing Era

3. Directing a company's marketing efforts towards a particular market segment is called
 - A Marketing
 - B Positioning
 - C Targeting
 - D Selling

4. When in the history of marketing did the production period end?
 - A In the late 1800s
 - B In the early 1900s
 - C In the 1920s
 - D In the late 1945s

5. The place a company's product occupies in the minds of consumers is referred to as the
 - A Target
 - B Segment
 - C Place
 - D Position

6. The classification of goods into different groups in different markets is known as
 - A Market segmentation
 - B Market differentiation
 - C Market activity
 - D Market Targeting

7. An element of the additional 3P's of the marketing mix that focuses on facilitating the way services are delivered to customers is
 - A Place
 - B Process management
 - C Physical evidence
 - D People

8. A set of actual and potential buyers of a product sharing the same needs are known as
 - A Market place
 - B Market
 - C People
 - D Group

9. A Group of customers who by their faith will never consume pork can be referred to as
 - A Actual consumers
 - B Non-Relative consumers
 - C Non-Absolute non-consumers
 - D Potential consumers

10. The willingness and ability to buy a given quantity of goods at a given price and time is known as
 - A Supply
 - B Demand
 - C Purchase
 - D Sales

11. If the total sales of the industry is 40,000 units, and the sales of CHOCOCAM is 30,000 units. What will be market share of CHOCOCAM
 - A 25%
 - B 20%
 - C 10%
 - D 75 %

12. An element through which a market can be considered to have evolve in the demographic domain is
 - A Culture
 - B Gender
 - C Purchasing power
 - D Social status

13. A product in marketing implies
 - A Everything the customer receives in an exchange.
 - B The physical object the customer receives in an exchange.
 - C The service that is rendered to a customer.
 - D The idea that the customer receives in an exchange.

14. Products that are relatively inexpensive and are purchased frequently with a minimal effort can be classified as
 A Shopping products
 B Convenience products
 C Industrial products
 D Specialty products
-
15. A product is said to be of good quality when it is
 A Expensive
 B Tangible
 C Intangible
 D Meets Customers' expectations
-
16. It refers to the process of inspecting resources used in the production process
 A Quality control
 B Product control
 C Production control
 D Quantity control
-
17. At what stage of the product life cycle does a firm experience negative profit?
 A Introduction
 B Growth
 C Maturity
 D Decline
-
18. The benefit a consumer derives from buying or owning a smart phone is known as
 A Actual product
 B Potential product
 C Core product
 D Augmented product
-
19. A brand that has been given a legal protection is called a
 A Brand mark
 B Trade mark
 C Brand name
 D Brand
-
20. All the activities involved in designing and producing a container for a product is called
 A Labelling
 B Marketing
 C Branding
 D Packaging
-
21. A type of label that identifies product quality using letters, numbers or words describes
 A Grade label
 B Descriptive label
 C Brand label
 D Product label
-
22. The price paid for acquiring education is known as
 A Rents
 B Tuition
 C Wage
 D Salary
-
23. The document issued by a wholesaler to his customer after a sales transaction is called a(n)
 A Promissory note
 B Quotation
 C Invoice
 D Enquiry
-
24. Which of the following modes of transportation carries a variety of products?
 A Water
 B Rail
 C Air
 D Pipeline
-
25. A government warehouse that offers storage and handling facilities to individuals or companies is called
 A Bonded warehouse
 B Private warehouse
 C Public warehouse
 D Organization's warehouse
-
26. Which factor in a company can give it an added advantage over its competitors?
 A Its ability to produce more
 B Its ability to purchase more
 C Its ability to work as a team
 D Its inability to employ many workers
-
27. Anything in business that can be touched is
 A A service
 B A good
 C An idea
 D An event
-

Turn Over

28. The width of a product mix is measured by the number of
 A Items in the product range
 B Features in each brand
 C Items in the product line
 D Lines a company offers
-
29. The four unique characteristics of services are
 A Invariability, Inconsistency, Inseparability, perishability
 B Invariability, Inventory, Independence, Intangibility
 C Intangibility, Inseparability, Inventory, Inconsistency
 D Intangibility, Increase, Inseparability, Inventory
-
30. Which of the following is example of a non-consumable product?
 A Chocolate
 B Cakes
 C Candies
 D Shoe
-
31. A document that summarizes the characteristics of a product is known as the
 A Product card
 B Product analysis sheet
 C Product sheet
 D Product booklet
-
32. The most visited area of a shop is referred to as the
 A Entry zone
 B Display zone
 C Hot zone
 D Cold zone
-
33. FIFO stands for
 A First inside first outside
 B First in first out
 C First item first order
 D First invoice first order
-
34. Identify one of the elements below which is not part of an inventory
 A Raw materials
 B Industrial products
 C Machines
 D Consumer products
-
35. A reply to a letter of enquiry sent by the supplier to the customer is called a(n)
 A Purchase requisition
 B Quotation
 C Estimate
 D Tender
-
36. A document that shows proof of payment made after a business transaction is called a
 A Receipt
 B Bill of exchange
 C Credit note
 D Debit note
-
37. It is the key to a retailer's ability to attract customers
 A Promotion
 B Specialty products
 C Price
 D Location
-
38. MTN Cameroon is considered to be a
 A Product organization
 B Service organization
 C Non – profit organization
 D Non-governmental organization
-
39. A reduction in price on purchase during a stated period of time is known as a(n)
 A Discount
 B Allowance
 C Bonus
 D Incentive
-
40. A performance or an act that one party can offer to another which does not result in the ownership of anything is a
 A Good
 B Service
 C Product
 D Favour
-
41. A vending machine that can be moved from one location to another and it still performs its services is known as
 A Automated machine
 B Automatic vending machine
 C Automatic machine
 D Automated vending machine
-

42. If the opening stock of O'Choco biscuit at the beginning of the year was 800 Cartons and the closing stock at the end of the year was 2500 Cartons. The average stock will be
- A 1700 cartons
 - B 3300 cartons
 - C 1650 cartons
 - D 1250 cartons
-
43. The ABC method of stock analysis is a technique used in
- A Economic Stock management
 - B Accounting stock management
 - C Marketing stock management
 - D Material stock management
-
44. The main reason of product Demonstration during product presentation is to
- A Display the goods
 - B Show the characteristic of the product...
 - C Show the attractive of the package
 - D Sell the product
-
45. The main role of promotion in a company is to
- A Inform
 - B Manipulate
 - C Communicate
 - D Convince
-
46. When CCC Company uses any paid form of non-personal presentation of a company's ideas, goods and services by an identified sponsor it is applying
- A Direct marketing
 - B Publicity
 - C Personal selling
 - D Advertising
-
47. Which of the following can be considered as the most profitable level of shelf presentation?
- A Hand level
 - B Eye level
 - C Cap level
 - D Floor level
-
48. The synonym of Sales Pitch is
- A Sales argument
 - B Sales preparation
 - C Sales presentation
 - D Sales demonstration
-
49. Which product feature provides information to buyers about the product, its attributes and methods of use?
- A Packaging
 - B Package
 - C Labeling
 - D Label
-
50. A product feature that intends to identify and differentiate one seller's product from those of competitors is a
- A Brand Name
 - B Price Tag
 - C Bar Code
 - D Product Analysis sheet
-

STOP

GO BACK AND CHECK YOUR WORK