

**GENERAL CERTIFICATE OF EDUCATION BOARD**  
Technical and Vocational Education Examination

JUNE 2025

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.

**5065 SALES METHODS AND COMMUNICATION 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 – 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 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.**



1. Which of the following represents the role of a sales person?
  - A Must be courageous
  - B Good physical presentation
  - C Sell to current and new customer
  - D Must be very flexible

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2. One of the following portrays the quality of a salesperson at DOVV Yaoundé
  - A Train customers and employees
  - B Take courses in selling
  - C Produce products to be sold
  - D Anxious to make sales

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3. The process through which sales persons identify qualified potential customers is called
  - A Presentation
  - B Prospecting
  - C Pre approach
  - D Objection handling

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4. Which of the following is a reason why consumers should be protected?
  - A To encourage sales
  - B To prevent misleading advertisement
  - C To create awareness
  - D To gain customers

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5. "Are you buying the car for your personal use, office use or commercial use?" This is an example of a/an
  - A Alternative question
  - B Closed question
  - C Open question
  - D Braced question

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6. The Process of making SPARS Super market products available to consumers is describe as
  - A Sales
  - B Distribution
  - C Exchange
  - D Barter

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7. Which marketing activity involves the selling of goods and services in bits to final consumers?
  - A Retailing
  - B Wholesaling
  - C Manufacturing
  - D Sorting

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8. The end result of an effective communication process is
  - A Customer satisfaction
  - B Sales presentation
  - C Profit generation
  - D Feedback messages

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9. In order to increase sales, Colgate decided to sell toothpaste and toothbrush at the price of the toothpaste. This sales promotion technique is referred to as
  - A Coupons
  - B Combination offers
  - C Warranties
  - D Rebates

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10. Mr. Felix who sells goat meat catches the glimpse and smiles of Mr. John and immediately knows he is interested in buying a plate. This is an example of
  - A Non-verbal communication
  - B Verbal communication
  - C Oral communication
  - D Written communication

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11. Which method of selling enables direct contact between the sales person and customers?
  - A Contact sales
  - B Visual sales
  - C Distance sales
  - D Private sales

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12. The sales of goods to customers through the use of a machine that does not require human intervention is called
  - A Assisted self-services
  - B Self-service
  - C Exhibit
  - D Automatic vending

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13. Jumia posts products on their website which enables customers to choose and pay through a computer network. This form of distance selling is
  - A Through the internet
  - B By correspondence
  - C Telemarketing
  - D Press release



14. An institution which deals with deposits, loans and currency exchange is known as a/an  
 A Religious institution  
 B Financial institution  
 C Educational institution  
 D Health institution
- 
15. The beneficiary to a bill of exchange is a  
 A Drawer  
 B Drawee  
 C Payee  
 D Payer
- 
16. BAPCCUL performs which of the following roles as a micro finance institution  
 A Accepts deposits from the public  
 B Acts as a bank to the banking system  
 C Issues notes to the country  
 D Acts as lender of last resorts
- 
17. A handheld device use in transmitting and receiving information is called  
 A Telex  
 B Fax  
 C Mobile phones  
 D Telegram
- 
18. Which of the following is an exception to the ten commandments of receiving a business call  
 A Active listening  
 B Encourage useless conversation  
 C Give immediate response  
 D Use positive words
- 
19. The emotional and rational reasons for choosing a particular company's product is called  
 A purchase motive  
 B Motivation  
 C Perception  
 D learning
- 
20. Background activities carried out by a firm to help sales people sell a company's product is referred to as  
 A Sales preparation  
 B Sales presentation  
 C Product preparation  
 D Product presentation
- 
21. The manager of DOVV Yaounde presents their latest products to prospects at the shortest time possible. This sales pitch approach can be described as  
 A Cold sales pitch  
 B Written sales pitch  
 C Sales kit pitch  
 D Elevator pitch
- 
22. A catchment zone that is furthest from the point of sale and has fewer customers is a/an  
 A Primary zone  
 B Secondary zone  
 C Cold zone  
 D Tertiary zone
- 
23. A large self-service shop situated at the outskirts of the city selling a variety of goods is referred to as a  
 A Departmental store  
 B Hyper market  
 C Super market  
 D Multiple shop
- 
24. Which of the following marketing activity involves the display of products on shelves?  
 A Window display  
 B Merchandising  
 C Product presentation  
 D Product display
- 
25. A situation where the sales person encourages Mr. Ngwa to buy a tie alongside a pair of suits and he just purchases is referred to as  
 A Supplementary sales  
 B Additional sales  
 C Complementary sales  
 D Extra sales
- 
26. "I do not like buying shoes made in Nigeria" is an objection related to the  
 A Source  
 B Time  
 C Price  
 D Product
- 
27. Worries raised by prospect so as to find a reason not to buy a company's product is known as:  
 A Objections  
 B Feedback  
 C Complaints  
 D Motivation
- 

*Turn over*



28. A technique in which the sales person addresses an objection before it is being raised is called the
- Anticipation method
  - Postponed method
  - Boomerang method
  - Compensation method
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29. I- Phone 15 pro max a reputable and luxurious brand of mobile phones falls under which aspect of the SONCAS Model
- Security
  - Comfort
  - Affection
  - Pride
- 
30. A technique of closing sales in which the sales person list the disadvantages of not buying a product at the moment is referred to as
- Compared method
  - Addition method
  - Multiplication method
  - Subtraction method
- 
31. What is the net amount payable given a gross amount of 200,000FCFA and a trade discount of 10%?
- 20.000 FCFA
  - 220.000 FCFA
  - 2.000FCFA
  - 180.000FCFA
- 
32. Offering of free transportation services to customers is an example of
- Services after sales
  - Services before sales
  - Services during sales
  - Services pre-sales
- 
33. Services that help customers to fully integrate themselves at the sales point are referred to as
- Services pre-sales
  - Services during sales
  - Services after sales
  - Services before sales
- 
34. Which of the following is an example of order taker?
- Sales manager
  - Department manager
  - Sales assistance
  - Cashier
- 
35. Which of the following represents the function of a sales manager?
- He formulates the company's policy
  - He implements sales strategies
  - He produces goods and services
  - He sets company's goals
- 
36. An internal document circulating in an ascending manner which communicates the results of a particular task that has been executed is called
- Report
  - Memorandum
  - Notice
  - Minutes
- 
37. A document that provides the educational, professional and personal records of an individual is called a(n)
- Application letter
  - Motivation letter
  - Business letter
  - Curriculum vitae
- 
38. An example of a combination plan is
- Straight salary
  - Bonuses
  - Salary plus commission
  - Commission
- 
39. When carrying out a sales promotional activity, which of the following conditions should be respected ?
- No limited time frame
  - Products should be original
  - Samples should be of low quality
  - No prior testing of product
- 
40. The amount to be paid for stamps at CAMPOST Tiko is called;
- Postage
  - Postal fee
  - Charges
  - Transportation fee
- 
41. Which of the following represents a qualitative method of sales evaluation?
- The Sales persons attitude towards customers
  - Sales realised
  - Profit realised
  - Sales quota realised
-



42. The transmission of a written and a graphical copy of information through a telephone network so as to produce an exact copy of the original is called
- FAX
  - TELEX
  - TELEGRAM
  - TELEPRINTER
- 
43. The misinterpretation of words and phrases as used in communication is termed
- Noise
  - Emotionality
  - By passing
  - Lack of interest
- 
44. Financial assistance offered by banks to customers on the basis of collateral securities so as to finance their activities is a(n)
- Loans
  - Overdrafts
  - Subsidies
  - Grants
- 
45. Which of the following is a factor in making a business unit attractive?
- Painting the building with dark colours
  - Neatly dressed sales persons
  - Unorganised shelves
  - Untidy surroundings
- 
46. A written communication between offices is referred to as
- Notices
  - Reports
  - Memorandum
  - Minutes of meetings
- 
47. Which activity will SPAR supermarket offer in order to encourage customer loyalty?
- Limit credit facilities
  - Accept only cash as a means of payment
  - Sneaky up-sells
  - After sales services
- 
48. A letter written by a job seeker to prospective employers stating the qualities he possesses is a
- Curriculum vitae
  - Letter of inquiry
  - Business letter
  - Motivation letter
- 
49. An example of a banking service existing in most post offices is a
- Postal Giro
  - Postal order
  - Money order
  - Card money order
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50. A small label attached on mail items as proof of a postage being paid is known as a
- Private mail bag
  - Postage stamp
  - Franking of documents
  - Returned letter office
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**STOP**

**GO BACK AND CHECK YOUR WORK**