



<b>FACULTY/COLLEGE</b>	College of Business and Economics
<b>SCHOOL</b>	School of Consumer Intelligence & Information Systems
<b>DEPARTMENT</b>	Marketing Management
<b>CAMPUS</b>	APB
<b>MODULE NAME</b>	Personal Selling
<b>MODULE CODE</b>	CMS02A/BPR11A1/PRS01A1
<b>SEMESTER</b>	First
<b>ASSESSMENT</b>	July 2018, Supplemmentary Exam

<b>ASSESSMENT DATE</b>	TBA	<b>SESSION</b>	TBA
<b>ASSESSOR(S)</b>	Ms N Cunningham & Ms P Thusi		
<b>MODERATOR</b>	Dr M Wait		
<b>DURATION</b>	2 hours	<b>TOTAL MARKS</b>	80

<b>NUMBER OF PAGES OF QUESTION PAPER (Including cover page)</b>	10
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**INFORMATION/INSTRUCTIONS:**

- This is a closed-book assessment consisting of **FIVE** questions.
  - Answer each question in a separate book.
  - Read the questions carefully and answer only what is required.
  - Number your answers clearly and correctly as per the question paper.
  - Write neatly and legibly on both sides of the paper in the answer book, starting on the first page.
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**QUESTION 1**

**[25 MARKS]**

*Complete this question by marking the correct answer by using an X on page 11.*

- 1.1. \_\_\_\_\_ is the fourth step in the selling cycle.
- A. Pre-approach
  - B. Approach
  - C. First-trial close
  - D. Prospecting
  - E. Presentation
- 1.2. Which one of the following is NOT an advantage of personal selling?
- A. It is flexible
  - B. It builds relationships
  - C. It allows for more efficient communication
  - D. It is cheap
  - E. None of the above
- 1.3. “BMW cars gives me an image of being stylish and financial stable”, this statement is an example of:
- A. Latent motive
  - B. Manifest motive
  - C. Social class
  - D. Achievements
  - E. None of the above
- 1.4. \_\_\_\_\_ occurs where customers spontaneously buy a new brand of product's even though they are still satisfied with the previously purchased brand.
- A. Experiential choices
  - B. Variety-seeking
  - C. Brand awareness
  - D. The piecemeal process
  - E. Customer high involvement

- 1.5. Which one of the following is an example of a latent motive a person might have when purchasing a car?
- A. The car will demonstrate my success and position in society
  - B. The power of the engine performs well
  - C. The vehicle offers leather seats and an air-conditioner
  - D. A few of my friends own this car
  - E. All of the above are latent motives
- 1.6. You are visiting a new customer, during the presentation you notice that the customer is busy shuffling papers and playing with the pen on his desk. This is a signal of:
- A. Boredom, Disinterest
  - B. Disagreement, Anger, Scepticism
  - C. Dominance, Superiority, Power
  - D. Submission, Apprehension, Nervousness
  - E. Uncertainty, Indecision, Time stalls
- 1.7. Signals that this customer will use is: shifting the eyes from right to left, biting the lip, titling the head and pacing back and forth
- A. Boredom, Disinterest
  - B. Disagreement, Anger, Scepticism
  - C. Dominance, Superiority, Power
  - D. Submission, Apprehension, Nervousness
  - E. Uncertainty, Indecision, Time stalls
- 1.8. Duzzi Wholesalers give 15% discount to all the customers who buy more than 100 boxes of cigarette in one purchase. This is an example of:
- A. Cash discounts
  - B. Quantity discount
  - C. Functional discounts
  - D. Seasonal discounts
  - E. Allowances

- 1.9. As a personal selling student you have decided to join Avon and sell their products during your spare time. You have decided that you are going to visit the nearest suburb and sell house-to-house. The technique that you will use is known as:
- A. Direct selling
  - B. Direct marketing
  - C. Prospecting
  - D. Telemarketing
  - E. All of the above
- 1.10. \_\_\_\_\_ is the method used to define accounts in terms of their size.
- A. OAKS sales analysis
  - B. KISS
  - C. Account penetration
  - D. The ABCD system
  - E. Break-even analysis
- 1.11. Assume you are selling Longrich beauty products, as you present the products to your customers, you notice that your customers enjoy touching and playing around with the products. This means your customers are.
- A. Visually oriented customers
  - B. Auditorily oriented customers
  - C. Kinaesthetic customers
  - D. Auditorily internal dialogue
  - E. All of the above
- 1.12. When making an appointment with the prospect over the telephone, which one of the following questions should always be considered?
- A. Is there a best time to see the prospect?
  - B. What is the best place to see the prospect?
  - C. How much to charge for products you are selling?
  - D. A & B
  - E. None of the above

- 1.13. \_\_\_\_\_ is the third step in planning the sales call.
- A. Setting call objectives
  - B. Develop prospect profile
  - C. Gather information
  - D. Develop the presentation
  - E. Using the message media
- 1.14. The statement “Our copier can print in both black and white” is an example of a(n):
- A. Feature
  - B. Benefit
  - C. Advantage
  - D. Achievement
  - E. All of the above
- 1.15. Which one of the following is NOT an element of the SELL sequence?
- A. Show feature
  - B. Explain advantage
  - C. Lead into benefit
  - D. Lead the customer talk
  - E. None of the above
- 1.16. The statement “Your product comes in 5kg containers, but we need deliveries in bulk containers” is an example of a:
- A. Company objection
  - B. Product-related objection
  - C. Price objection
  - D. Money objection
  - E. Stalling objection

- 1.17. The statement “I can see the merit in your proposal but I just don’t think that now is the right time for us to be changing suppliers” is an example of a:
- A. Stalling objection
  - B. Company objection
  - C. Product-related objection
  - D. Price objection
  - E. None of the above
- 1.18. “We are happy where we are now. A change would require too much work and hassle for me and for the production department” is an example of a:
- A. The lack of interest objection or No need objection
  - B. Stalling objection
  - C. Financial objection
  - D. Company objection
  - E. All of the above.
- 1.19. This word generates interest, evokes a feeling of opportunity and suggest a better life.
- A. Discover
  - B. Good
  - C. Guarantee
  - D. Free
  - E. Love
- 1.20. The acronym VOIP stands for:
- A. Visual-over-internet process
  - B. Voice-over-internet protocol
  - C. Voice-over-internet process
  - D. Visual-over-internet protocol
  - E. None of the above

- 1.21. Which one of the following is NOT an attribute that facilitate technology adoption?
- A. Compatibility
  - B. Relative advantage
  - C. Trust
  - D. Perceived risk
  - E. C & D
- 1.22. Thandaza is a sales graduate trainee at P&G. She is responsible for selling to customers that are outside the country, the technology tool that she uses offer her a chance to communicate face-to-face with the customers that are not in South Africa. Thandaza is using\_\_\_\_\_to communicate with her customers.
- A. LinkedIn
  - B. Facebook
  - C. YouTube
  - D. Skype
- 1.23. The 80/20 principle can be used to explain why salespeople use:
- A. The ABCD system to segment accounts in their sales territories
  - B. Trial closes
  - C. Three different types of routing patterns
  - D. Waiting time for non-selling activities
  - E. Mobile offices
- 1.24. The National Consumer Protection Act 68 of 2008 (CPA) came into effect on:
- A. 31 March 2008
  - B. 31 March 2011
  - C. 01 January 2008
  - D. 30 March 2011
  - E. None of the above

- 1.25. The National Consumer Protection Act give rights to consumers. Which one of the following is NOT the right stated in the CPA?
- A. The right to consumer education
  - B. The right to redress
  - C. The right to safety
  - D. The right to representation
  - E. The right to quality products

**QUESTION 2**

**[13 MARKS]**

- 2.1. You are a senior sales consultant of Tupperware in the Midlands region. It is your responsibility to grow business and maintain relationship with current customers. You are interested in using the endless chain method of prospecting. Identify the **FOUR (4)** advantages of using endless chain method of prospecting. **(4)**
- 2.2. When you were presenting your Tupperware products to one of your prospects, she said to you, "I would love to talk about it, but I really don't have the time right now" What type of objection did she use? **(1)**
- 2.3. Practically explain how you would use the FAB sequence to sell Tupperware (no theory is required). **(3)**
- 2.4. Provide an example of a statement that represent a company objection. **(2)**
- 2.5. Steve Bradley is a South African young artist who is currently shining in the music industry and he has over a million followers on Twitter and Instagram and you are one of those followers. As a sales person you want to work with Steve to identify prospects for your products. Identify and discuss the prospecting method that you will apply in this situation. **(3)**



**QUESTION 3**

**[17 MARKS]**

- 3.1. Assume that you have recently been promoted to senior representative and have transferred from Pietermaritzburg to Welkom, where there are a few key accounts that's need attention of a senior person. Explain the **FIVE (5)** dimensions of time management that you would consider in planning your time in this new territory. **(5)**
- 3.2. Identify and explain the type of discount that applies to the following: **(4)**
- i. The customer receives a money discount for buying more than 100 lawnmowers at a time.
  - ii. The customer has paid back the money owed within 30 days and receives a 5% discount
- 3.3. Illustrate (draw) a sketch to explain the communication model. **(8)**

**QUESTION 4**

**[12 MARKS]**

- 4.1. Assume that you are the Sales manager at Old Mutual and the company has recently hired Candy a new sales consultant to work in your team. You always recommend your team to use the introductory approach, the shock approach and the opinion approach when selling. It is your responsibility as a manager to ensure that your staff understand these approaches. Describe each approach and provide a practical example for each approach. **(6)**
- 4.2. Explain **THREE (3)** important tips that Candy should use for the trial close (no examples are required). **(6)**

**QUESTION 5**

**[13 MARKS]**

Assume that you are a salesperson at The Star designs, your target market includes young professionals because your organisation sells formal attires. Your manager would like to know more about social media and how it can assist in improving the sales.

- 5.1. Discuss how the **FOUR (4)** of the most important social media platforms can be used in your organisation. **(4)**
  
- 5.2. Identify and discuss **FOUR (4)** methods of unethical behaviour that salespeople could engage in and provide a practical example for each. **(8)**
  
- 5.3. What is the purpose of the National Credit Act 34 of 2005? **(1)**

**PERSONAL SELLING 1A**

**SUPP EXAM**

Date : July 2019

**QUESTION 1: ANSWER SHEET**

Initials & surname: \_\_\_\_\_

Student number: \_\_\_\_\_

Question					
1.	A	B	C	D	E
2.	A	B	C	D	E
3.	A	B	C	D	E
4.	A	B	C	D	E
5.	A	B	C	D	E
6.	A	B	C	D	E
7.	A	B	C	D	E
8.	A	B	C	D	E
9.	A	B	C	D	E
10.	A	B	C	D	E
11.	A	B	C	D	E
12.	A	B	C	D	E
13.	A	B	C	D	E
14.	A	B	C	D	E
15.	A	B	C	D	E
16.	A	B	C	D	E
17.	A	B	C	D	E
18.	A	B	C	D	E
19.	A	B	C	D	E
20.	A	B	C	D	E
21.	A	B	C	D	E
22.	A	B	C	D	E
23.	A	B	C	D	E
24.	A	B	C	D	E
25.	A	B	C	D	E

**TEAR OFF AND PLACE IN THE BACK OF YOUR ANSWERBOOK**