



PAC INSTITUTE OF TECHNOLOGY AND SOCIAL STUDIES MAY-AUGUST 2025 ASSESSMENT

FORMATIVE ASSESSMENT

Qualification / Course : BUSINESS MANAGEMENT L5

Unit of Competency : PERFORM SALES ACTIVITIES

WRITTEN ASSESSMENT TIME: 3 HOURS

INSTRUCTIONS TO THE CANDIDATE:

- 1. Read all the instructions carefully before attempting the questions.*
- 2. This paper consists of two sections, A & B.*
- 3. You are allowed 3 Hours to Answer the questions.*
- 4. Marks for each question are indicated in brackets.*
- 5. Write your responses in the Separate Answer booklet provided.*
- 6. Do not write anything on this question paper.*

SECTION A: (40 MARKS)

Answer ALL questions in this section.

1. Outline **FOUR** examples of sales activities (4mks)
2. State **FOUR** benefits of maintaining sales records in an organization (4mks)
3. List **FOUR** major classifications of sales records (4mks)
4. State **FOUR** main types of sales recording systems (databases) (4mks)
5. Identify **FOUR** key features of a flyer. (4mks)
6. Outline **FOUR** elements that make up the internal sales environment. (4mks)
7. List **FOUR** common types of customer queries. (4mks)
8. Outline the **FOUR** key steps identified in the AIDA model of personal selling. (4mks)
9. Identify **FOUR** benefits of maintaining sales records for businesses. (4mks)
10. Clearly distinguish between the following sales records: (4mks)

-Invoices,

-Receipts

SECTION B: (60 MARKS)

*Attempt any **THREE** questions in this section.*

11. You have been hired as a Customer Relationship Manager at Winter World Ltd., and your major role entails using available technologies to manage and analyse customer interactions and data throughout the customer lifecycle.
 - a) Discuss **FIVE** key aspects of the customer relationship management system (CRM) (10mks)
 - b) Examine **FIVE** major benefits of using customer relationship management systems (CRM) in an organization (10mks)
12. a) "Customer complaints are inevitable in business organizations." Discuss this statement outlining **FIVE** common customer complaints (10mks).
 - b) A customer complaint highlights a problem, whether that's a problem with your product, employees or internal processes. Briefly explain **FIVE** methods that organizations can utilize to solve customer complaints to achieve business success. (10mks)
13. a) You have been newly hired as a sales manager at UKOO Ltd. Carefully explain the **STEPS** you would follow when approaching a potential client with the aim of making a sale for a newly launched product. (10mks)
 - b) Briefly examine **FIVE** key elements you would include in your sales promotional mix when performing the activity stated above (13a) (10mks)
14. a) You have been advised by your manager to pursue a customer service course as he feels that it will equip you with the skills needed to deal with the challenges posed by the diverse personalities of customers more effectively. Discuss the **FIVE** major types of customers you are likely to encounter at the workplace. (10mks)
 - b) A customer complaint is an expression of dissatisfaction about your business regarding your staff, products or services that requires a response or resolution. State and explain **FIVE** benefits an organization can derive from effectively addressing customer queries and complaints. (10mks)