

## 7029 – 201      Sample questions

### Level 2 Award in Selling

15 minutes

**You should have the  
Following for this examination**

- a multiple-choice answer sheet
- a pen with black or blue ink

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**Please note:** these questions assess a sample of the assessment criteria across the 7029-201 unit. They reflect the style and type of questions presented to candidates in any live test that they attempt. These questions are intended to help prepare candidates for their test.

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**This question paper is the property of the City and Guilds of London Institute and is to be returned after the examination.**

**Read the following notes before you answer any questions**

- You **must** use a pen with black or blue ink to complete **all** parts of the answer sheet.
- Check that you have the correct answer sheet for the examination.
- Check that your name and candidate details are printed correctly at the top of your answer sheet.
- Inform the invigilator if your name or examination details are not correct.
- Each question shows **four** possible answers (lettered 'a', 'b', 'c' and 'd'); only **one** is correct.
- Decide which **one** is correct and mark your answer on the **answer sheet** with your pen.

For example if you decide 'a' is correct, mark your answer like this

101	<input checked="" type="radio"/>	<input type="radio"/> (b)	<input type="radio"/> (c)	<input type="radio"/> (d)
	Cancel	Cancel	Cancel	Cancel

If you want to change your answer, cancel your first choice by filling in the 'cancel' box below the circle like this

101	<input checked="" type="radio"/>	<input type="radio"/> (b)	<input type="radio"/> (c)	<input type="radio"/> (d)
	Cancel	Cancel	Cancel	Cancel

Then mark the answer which you have now decided is correct. For example if you now decide 'c' is correct, mark your answer like this

101	<input checked="" type="radio"/>	<input type="radio"/> (b)	<input checked="" type="radio"/>	<input type="radio"/> (d)
	Cancel	Cancel	Cancel	Cancel

Any other marks on the form may invalidate some of your answers.

- Any calculations or rough working can be done on the question paper.
- Attempt all questions. If you find a question difficult, leave it and return to it later.

**This paper contains 10 questions.**

1. Which one of the following groups describes the 'Marketing Mix'?
  - a. Persuasion, Politics, Place, Progress.
  - b. Persuasion, People, Price, Power.
  - c. Product, Power, People, Persuasion.
  - d. Product, Price, Place, Promotion.
  
2. The terms 'pre-sale', 'sale' and 'post-sale' are better known as what?
  - a. The sales cycle.
  - b. The sales procedure.
  - c. The sales rules.
  - d. The sales process.
  
3. What does the last letter stand for in the sales model AIDA?
  - a. Action.
  - b. Attention.
  - c. Aftersales.
  - d. Advertising.
  
4. Which one of the following question types would be used **only** for the purpose of building rapport?
  - a. open question
  - b. soft question
  - c. closed question
  - d. evaluative question.
  
5. Which one of the following is a 'feature' of buying a certain product or service?
  - a. It can perform tasks fast.
  - b. An increase of pleasure.
  - c. An after-sales warranty.
  - d. It can save you money.
  
6. The **main** reason why selling is important to every business is to
  - a. ensure profitability
  - b. ensure customers buy
  - c. meet customer needs
  - d. justify advertising costs.
  
7. What is the **main** benefit for a business of pro-active selling compared to reactive selling?
  - a. It is cheaper.
  - b. It is inclusive.
  - c. It is planned.
  - d. It is quicker.

8. Which one of the following best describes 'hard selling'?
- a. Ensuring the customer gets exactly what they want.
  - b. Selling products that are not selling particularly well.
  - c. Selling products regardless of customer wants and needs.
  - d. Using a range of discounts to secure the sale.
9. When should substitute selling be used?
- a. When a customer complains about a product.
  - b. When a customer refuses to buy the product.
  - c. When the service or product is no longer available.
  - d. When a customer requires a lot of information about the product.
10. Which one of the following body language techniques is **most** likely to encourage rapport?
- a. Crossing arms.
  - b. Speaking quietly.
  - c. Active listening.
  - d. Making notes.

**NOW GO BACK AND CHECK YOUR WORK**