

# **Level 2 Certificate in Principles of Sales (7711-203)**

**Short Answer Questions  
for unit 203**  
Version: Sample

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www.cityandguilds.com  
August 2011  
Version 2.0

Sample

## **About this document**

This document contains all the relevant information for the assessment for the Level 2 unit 203 Understanding legal, regulatory and ethical requirements in sales or marketing (7711-203).

Further updates to the Marking Scheme may be issued in the future. You can sign up to the monthly newsletter at [www.cityandguilds.co/update](http://www.cityandguilds.co/update) to be informed of when these occur.

## **Health and safety**

Candidates have responsibilities for maintaining the safety of others as well as their own. Anyone behaving in an unsafe fashion must be stopped and a suitable warning given. A candidate should never be allowed to continue on a paper if they have contravened these requirements. This may seem rather strict but, apart from the potentially unpleasant consequences, each candidate must acquire the habits required for the workplace.

## **Time Allowances**

Time allowances have been allocated for each assessment.

The **Time Allowance** candidates have in order to complete this assessment can be found on the title page of the Paper.

Candidates must complete this assessment in one sitting.

Sample

**7711-203 Version Sample  
Principles of Sales**

Understanding legal, regulatory and ethical requirements  
in sales or marketing

**Time allowance:  
1 hour**

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

- one answer book

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**General instructions**

- All questions do **not** carry equal marks. The maximum marks for each section within a question are shown.
- Answer **all 15** questions.

Question		Marks
1	Describe <b>two</b> of the stages in an organisation's procedure for raising legal, regulatory and ethical concerns.	2
2	Describe <b>two</b> situations when it is important to follow organisational procedures.	2
3	Explain <b>two</b> reasons why organisations must ensure they follow their ethical policy at all times.	2
4	Describe <b>three</b> external sources of information on employment law.	3
5.	Describe <b>three</b> internal sources of information on legal, regulatory and ethical requirements.	3
6	Explain <b>two</b> of the advantages of an organisation adopting an ethical approach to their sales and marketing.	2
7	a) Explain what is meant by contract law. b) State why contract law is important in sales.	1 1
8	a) State <b>one</b> law that impacts on the sales role. b) Explain what can happen if the law is not complied with.	1 1
9	State <b>two</b> legal requirements that must be followed as part of a sales role.	2
10	Describe <b>three</b> potential consequences for an organisation of not complying with legislation relating to selling.	3
11	State <b>three</b> reasons why it is important to refer to others when limits of authority have been reached.	3
12	Giving <b>two</b> reasons, explain why a job role is defined by a job description.	2
13	Explain <b>three</b> steps in an organisation's process that need to be followed if there are any concerns that legal requirements are not being followed.	3
14	Giving <b>two</b> reasons, explain why it is important to ensure common understanding of agreements and expectations before completing any contract.	2
15	Explain why it is important when agreeing a contract for customers to have a 'cooling off' period.	1

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