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



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Short Answer Questions for unit 203

Version: 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 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.





7711-203 Version Sample Principles of Sales

Understanding legal, regulatory and ethical requirements in sales or marketing

Time allowance: You should have the

1 hour following for this examination

• one answer book

General instructions

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



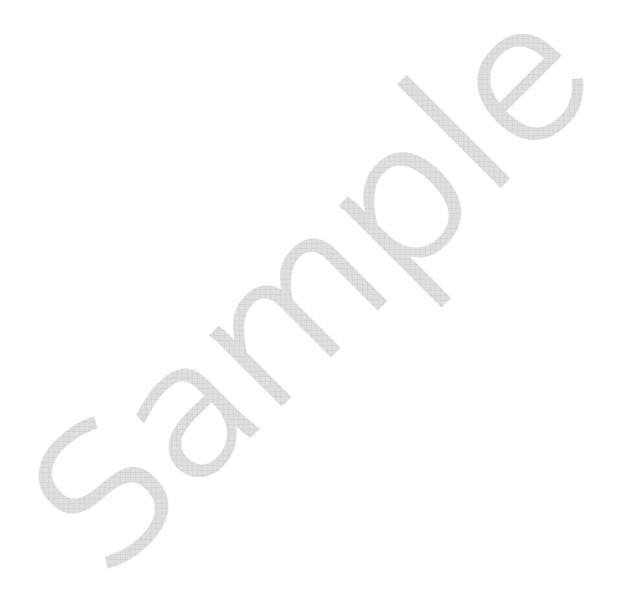
Question		Marks
1	Describe two of the stages in an organisation's procedure for raising legal, regulatory and ethical concerns.	2
2	Describe two situations when it is important to follow organisational procedures.	2
3	Explain two reasons why organisations must ensure they follow their ethical policy at all times.	2
4	Describe three external sources of information on employment law.	3
5.	Describe three internal sources of information on legal, regulatory and ethical requirements.	3
6	Explain two 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 one law that impacts on the sales role.b) Explain what can happen if the law is not complied with.	1 1
9	State two legal requirements that must be followed as part of a sales role.	2
10	Describe three potential consequences for an organisation of not complying with legislation relating to selling.	3
11	State three reasons why it is important to refer to others when limits of authority have been reached.	3
12	Giving two reasons, explain why a job role is defined by a job description.	2
13	Explain three 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 two 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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