

MNM1501

(497155)

October/November 2016

PERSONAL SELLING

Duration 2 Hours

70 Marks

EXAMINERS

FIRST

MR T MKHIZE

SECOND

MRS MS TLALI

Closed book examination

This examination question paper remains the property of the University of South Africa and may not be removed from the examination venue

This paper consists of 18 pages plus instructions for completing a mark-reading sheet

You may not consult notes of any kind, or any person except the invigilator during the examination session

This paper consists of one (1) section. Section A is compulsory and should be answered on the mark-reading sheet provided. Answer all the questions.

This paper counts a total of 70 marks. The marks obtained (out of 70) will be converted to a percentage (out of 100).

PLEASE NOTE. HAND IN THE MARK-READING SHEET

INSTRUCTIONS TO CANDIDATES

- 1 Read the questions carefully before answering

[TURN OVER]

SECTION A (COMPULSORY)

Answer all of the following multiple-choice questions on the mark reading sheet supplied to you. Only select one option per question, if more than one option is selected the answer will not be marked. Each multiple-choice question is worth 1 mark. **Section A counts 70 marks**

QUESTION 1

In which step of the sales knowledge process will a salesperson gather primary data if necessary?

- 1 utilising knowledge
- 2 developing sales knowledge
- 3 identifying the knowledge gap
- 4 determining the knowledge available

[1]

QUESTION 2

When a salesperson seeks out prospective customers, provides product information, and actively tries to sell to them, the salesperson is involved in

- 1 getting orders
- 2 taking orders
- 3 sales support
- 4 delivering orders

[1]

QUESTION 3

In order for a salesperson to have better knowledge of self, they should learn the principle that in selling there is no failure, only

- 1 rejection
- 2 opportunity
- 3 feedback
- 4 futility

[1]

QUESTION 4

You have purchased the new Audi 5 for its sporty look and powerful Turbo engine. You have told all your friends about the purchase and the reasons for purchasing the Audi. What type of motive has led you to make this particular purchase decision?

- 1 latent
- 2 basic
- 3 manifest
- 4 unconscious

[1]

[TURN OVER]

QUESTION 5

When a salesperson takes paper from the printer at work to take home for his child's school project, the salesperson is

- 1 moonlighting
- 2 misusing company resources
- 3 cooking the books
- 4 using the company expense illegally

[1]

QUESTION 6

Which sales approach method involves the salesperson using the concept of fear to make the prospect think seriously about a subject related to the salesperson's product?

- 1 the product approach
- 2 the dramatic approach
- 3 the complementary approach
- 4 the introductory approach

[1]

QUESTION 7

Melanie sells paper and stationery. One evening at a parent-teacher meeting, she hears the principal complaining about a shortage of stationery in the grade 6 classes. Melanie's identification of the school as a potential client is an example of using _____ as a prospecting technique.

- 1 personal observation
- 2 organisational records
- 3 spotters
- 4 cold calling

[1]

QUESTION 8

Which **ONE** of the following **BEST** represents the sequence of the sales knowledge process?

- 1 determining the knowledge available, determining what knowledge is necessary, developing sales knowledge, sharing knowledge, utilising knowledge, evaluating sales knowledge, identifying knowledge gaps
- 2 determining what knowledge is necessary, identifying the knowledge gap, determining the knowledge available, sharing knowledge, utilising knowledge, evaluating sales knowledge, developing sales knowledge
- 3 determining the knowledge available, identifying the knowledge gap, determining what knowledge is necessary, sharing of knowledge, utilising knowledge, evaluating sales knowledge, development of sales knowledge
- 4 determining what knowledge is necessary, determining the knowledge available, identifying the knowledge gap, developing sales knowledge, sharing knowledge, utilising knowledge, evaluating sales knowledge

[1]

[TURN OVER]

QUESTION 9

Mary, a salesperson who sells different grades of steel, visits customer X every Tuesday morning to deliver the specific amount ordered. She does not know what the customer does with the steel. Which **ONE** of the following should Mary focus on, if she wants to gain customer knowledge?

- 1 The type of customer
- 2 The contact details of the customer
- 3 The customer's credit rating
- 4 The amount that the customer buys

[1]

QUESTION 10

Which **ONE** of the following is caused by stress that lasts too long without being managed successfully?

- 1 burnout
- 2 hassles
- 3 helplessness
- 4 anxiousness

[1]

QUESTION 11

A _____ analysis is used to determine the sales volume that a salesperson must generate in order to meet the cost of the territory he/she is working in.

- 1 marginal
- 2 variable cost
- 3 mark-up
- 4 break-even

[1]

QUESTION 12

Mathew, the salesperson for a stationery company, approaches the prospect and states the following:

"Hi Mr Botha, it was suggested by Mrs Mashego that I contact you with regard to our latest range of office equipment."

Mathew is using the _____ sales approach method.

- 1 marketing
- 2 referral
- 3 introductory
- 4 complimentary

[1]

[TURN OVER]

QUESTION 13

Which **ONE** of the following options is known as a strategy to change post-purchase dissonance consonance?

- 1 Show the customer how to use the product
- 2 Offer a trade discount
- 3 Offer a settlement discount
- 4 Show the customer how the substitute product works

[1]

QUESTION 14

Which **ONE** of the following should you **NOT** consider as a guideline when using the phone to set up appointments?

- 1 Put a smile on your face and in your voice
- 2 Use the prospects political connections
- 3 Dress in your business attire when you phone
- 4 Keep your calls short and to the point

[1]

QUESTION 15

Lolly, a sales representative, is preparing a sales presentation on PowerPoint which has to be ready in the next hour. Her friend, whom she has not seen for more than a year, comes by and they chat for 45 minutes. Which **ONE** of the following is **CORRECT** with regard to Lolly's time management skills?

- 1 She does not have objectives
- 2 She allows emergency meetings to waste her time
- 3 She allows others to waste her time
- 4 She attempts too much at once

[1]

QUESTION 16

Which **ONE** of the following statements is **CORRECT** regarding sales presentation methods?

- 1 The group presentation is more flexible than the one made to an individual prospect
- 2 The formula presentation method uses a structured approach
- 3 The need-satisfaction approach uses probing to start the presentation
- 4 The prospect does most of the talking during the memorised presentation

[1]

[TURN OVER]

QUESTION 17

Johan sells mattresses from his Bed Shop in the Menlyn Mall. Johan waits for customers to walk into his store and then he launches into his sales presentation. This is an example of

- 1 wholesale selling
- 2 selling in business markets
- 3 retail selling
- 4 service selling

[1]

QUESTION 18

Which **ONE** of the following options **BEST** describes the "indirect denial" technique for handling objections?

- 1 The salesperson comes across as aggressive and alienates the prospect
- 2 The salesperson tends to disagree with the prospect's objection
- 3 The salesperson tries to avoid all the prospect's objections
- 4 The salesperson appears to agree with the prospect's objection

[1]

QUESTION 19

Which **ONE** of the following options **BEST** describes the "compliment method" that salespeople use to close a sale?

- 1 It can be referred to as the 'soft sell' approach
- 2 It assumes that the prospect is going to make a commitment
- 3 It involves obtaining a number of 'yeses' from the prospect
- 4 It aims to help the prospect to weigh the pros and cons

[1]

QUESTION 20

Megan is a sales representative for an audio company. Early on Monday morning, she goes to the far end of the territory she is responsible for. She works her way back, so, at the end of the day she is close to home. What type of sales route is Megan using?

- 1 straight-line
- 2 cloverleaf
- 3 spiral
- 4 zone

[1]

[TURN OVER]

QUESTION 21

Which step of the sales knowledge process refers to the difference between available knowledge, and what the customer requires from the salesperson?

- 1 utilising knowledge
- 2 developing sales knowledge
- 3 identifying the knowledge gap
- 4 determining the knowledge available

[1]

QUESTION 22

Which **ONE** of the following statements regarding fringe benefits is **INCORRECT**?

- 1 Fringe benefits give salespeople security and job satisfaction
- 2 Fringe benefits are always based on performance
- 3 Companies use fringe benefits to attract good salespeople
- 4 Fringe benefits include pension schemes

[1]

QUESTION 23

Clinton, the salesperson for KWV, is presenting to the group purchasing manager of Sun International. He has rehearsed his presentation and does 90% of the talking during the presentation. Which sales presentation method is Clinton using?

- 1 a formula presentation
- 2 a problem-solving presentation
- 3 a need-satisfaction presentation
- 4 a memorised presentation

[1]

QUESTION 24

Themba's sales manager insisted that he makes a minimum of 15 sales calls per day. The manager has set a/an goal for Themba.

- 1 psychological
- 2 activity
- 3 conversion
- 4 material

[1]

[TURN OVER]

QUESTION 25

In sales knowledge the SEA in SEAHORSE stands for

- 1 senses, exaggeration and action
- 2 sales, enhances and actions
- 3 specifics, enjoyment and activities
- 4 selling, excellence and achievement

[1]

QUESTION 26

Which **ONE** of the following **BEST** represents the **CORRECT** sequence of the sales process?

- 1 pre-approach, approach, prospecting, sales presentation, trial close, objections, follow-up, closing the sale
- 2 prospecting, pre-approach, approach, sales presentation, trial close, objections, follow-up, closing the sale
- 3 pre-approach, prospecting, approach, sales presentation, trial close, objections, closing the sale, follow-up
- 4 prospecting, pre-approach, approach, sales presentation, trial close, objections, closing the sale, follow-up

[1]

QUESTION 27

Coca-Cola uses groups of friends on beaches and at other fun locations to sell their product. It appears that they are appealing to _____ motives

- 1 ego
- 2 social
- 3 physical
- 4 self-actualisation

[1]

QUESTION 28

The _____ spatial zone is reserved for friends and family only. Salespeople must make sure that they stay out of this zone.

- 1 social
- 2 public
- 3 reserved
- 4 intimate

[1]

[TURN OVER]

QUESTION 29

Dress and appearance, food and eating habits, values and norms, and work habits and practices are most commonly influenced by

- 1 social class
- 2 culture
- 3 income
- 4 age

[1]

QUESTION 30

Which **ONE** of the following options is **CORRECT** with regard to the elements of the integrated communication mix?

- 1 Direct marketing occurs when the organisation communicates directly with the customer to get a response
- 2 Advertising refers to any paid-for, personal communication about the product or service
- 3 Publicity is personal information about the organisation which is dealt with by an identifiable sponsor
- 4 The internet is used for indirect communication with the customer

[1]

QUESTION 31

Claudette goes into Spar to buy shampoo and conditioner. As she heads towards the cashier, she sees a Bar-One chocolate which she quickly grabs to pay for. The chocolate purchase refers to decision-making

- 1 variety seeking
- 2 high-involvement
- 3 impulse
- 4 habitual

[1]

QUESTION 32

Which **ONE** of the following **BEST** describes post-purchase dissonance?

- 1 Melanie is satisfied with the new watch that she has just bought
- 2 Melanie bought a new watch but feels that it was too expensive
- 3 Melanie postpones the decision to buy a new watch until she gets a promotion
- 4 Melanie asks the salesperson if she could use her credit card to pay for the new watch

[1]

[TURN OVER]

QUESTION 33

Peter, the sales manager for CHC Catering, has just determined that in one of their geographical areas, Pretoria, there are 20 customers that need to be seen. It will take a representative approximately three days to visit all 20 customers. Peter is in which step of designing a sales territory?

- 1 Estimate the market and sales potential for each area
- 2 Assign territories to salespeople
- 3 Establish the basic geographical areas
- 4 Estimate the workload in each basic geographical area

[1]

QUESTION 34

Which **ONE** of the following statements is **CORRECT** regarding the trial close?

- 1 An objection is resolved for as long as the salesperson believes that it is
- 2 The salesperson uses a trial close to try to establish the prospect's attitude
- 3 The trial close should be viewed in the same light as the final close
- 4 The salesperson should focus more attention on the objection than necessary

[1]

QUESTION 35

Joseph's sales call objective is to sell laptops to the prospect. His objective is **BEST** described as

- 1 quantifiable
- 2 specific
- 3 measurable
- 4 unquantifiable

[1]

QUESTION 36

To which step of designing the sales territory do the number of customers in a basic area, and the amount of time the salesperson spends with these customers refer to?

- 1 Monitor sales territory performance and adjust as and when necessary
- 2 Establish the basic geographical area
- 3 Estimate the workload in each basic geographical area
- 4 Assign territories to salespeople

[1]

QUESTION 37

Which **ONE** of the following statements regarding sales territories is **CORRECT**?

- 1 A sales territory increases sales expenses
- 2 A sales territory must always be large
- 3 A sales territory can aid in evaluating performance
- 4 A sales territory must always be small

[1]

[TURN OVER]

QUESTION 38

A salesperson has just lost a customer. How would you advise him or her to handle this specific situation?

- 1 Keep in contact
- 2 Criticise the customer
- 3 Ignore the lost customer
- 4 Send a thankyou note

[1]

QUESTION 39

The closing technique that aims to help a prospect weigh up the positives and negatives to make a logical decision is called

- 1 alternative choice
- 2 balance sheet
- 3 benefits summary
- 4 agreement on minor points

[1]

QUESTION 40

When a salesperson sends back the objection to the prospect as an advantage or a reason to buy, it is known as the _____ technique

- 1 boomerang
- 2 third-party
- 3 compensation
- 4 direct denial

[1]

QUESTION 41

Which **ONE** of the following is an example of a fringe benefit?

- 1 salary
- 2 housing subsidy
- 3 commission
- 4 clothing expenses

[1]

QUESTION 42

Adrian is a sales representative for one of the top banks in South Africa. He speaks to members of his church with whom he has connections to help him find leads. Which prospecting technique is Adrian using?

- 1 spotters
- 2 networking
- 3 telemarketing
- 4 endless chain

[1]
[TURN OVER]

QUESTION 43

Robert has just presented to one of his customers who responds by saying, "your price is too high" Robert goes on to say, "It is true that our price is slightly higher, but our quality is superior" Which **ONE** of the objection handling techniques **BEST** describes Robert's response?

- 1 direct denial
- 2 let it go
- 3 boomerang
- 4 indirect denial

[1]

QUESTION 44

Which **ONE** of the following statements is **TRUE**?

- 1 Cold calling refers to salespeople who approach the customer without making an appointment
- 2 A prospect that is caught by surprise will usually be positive towards the salesperson
- 3 Unplanned visits by salespeople get treated quickly and efficiently
- 4 Prospects are generally less hostile to cold calling

[1]

QUESTION 45

_____ purchases refer to when customers buy a new brand of a product even though they continue expressing satisfaction with the previously purchased brand

- 1 Variety seeking
- 2 Repetitive
- 3 Impulse
- 4 Routine

[1]

QUESTION 46

Which **ONE** of the following factors is defined sociologically as the values, beliefs, norms and practices and material objects that together form people's way of life?

- 1 social class
- 2 culture
- 3 personality
- 4 lifestyle

[1]

QUESTION 47

When a salesperson "asks for the order" to close a sale, he/she is using a/an _____ as closing technique

- 1 balance sheet
- 2 alternative choice
- 3 direct request
- 4 assumptive

[1]

[TURN OVER]

QUESTION 48

Which **ONE** of the following statements about effective communication by salespeople is **INCORRECT**?

- 1 The customers' values should be determined
- 2 Cell phones should be switched off
- 3 Religious discussions should be avoided
- 4 Jokes should be used often

[1]

QUESTION 49

It is important for a salesperson to set specific sales call objectives. Which **ONE** of the following is **NOT** a characteristic of good sales call objectives?

- 1 It should be specific
- 2 It should not aim to push the limits
- 3 It should have a quantity assigned to it
- 4 It should be attainable

[1]

QUESTION 50

Which **ONE** of the following statements **BEST** describes buying signals?

- 1 Buying signals come only in the form of questions
- 2 Buying signals are always easy to read and understand
- 3 Buying signals are generally non-verbal
- 4 Buying signals are any indications of a prospect's conviction to buy

[1]

QUESTION 51

Which **ONE** of the following is **NOT** considered as one of the reasons for establishing and developing a sales territory?

- 1 To obtain thorough coverage of the market
- 2 To establish the salesperson's responsibilities
- 3 To match salespeople and products
- 4 To improve customer relations

[1]

[TURN OVER]

QUESTION 52

Which **ONE** of the following written communications is considered as the **MOST** difficult to use effectively?

- 1 postcards
- 2 emails
- 3 proposals
- 4 sales letters

[1]

QUESTION 53

Lindiwe notices the buying signals conveyed by the prospect and immediately asks for the order. Which closing technique is Lindiwe making use of?

- 1 a benefit summary
- 2 a direct request
- 3 the balance sheet method
- 4 the alternative choice method

[1]

QUESTION 54

The aim of the sales presentation is to guide the prospect through four different phases leading him/her to purchase the product. The correct sequence of these phases are

- 1 attention, interest, desire and action
- 2 interest, desire, attention and action
- 3 desire, interest, attention and action
- 4 attention, desire, interest and action

[1]

QUESTION 55

A salesperson's response to a price objection is "Yes, our product is in fact more expensive and the reason for this is that we use a higher quality rubber in the manufacturing process." It appears that the salesperson is using the _____ technique for dealing with the objection.

- 1 compensation
- 2 third party
- 3 indirect denial
- 4 direct denial

[1]

[TURN OVER]

QUESTION 56

Which **ONE** of the following is **NOT** considered a function that a territory manager would perform?

- 1 Finding and establishing new customers
- 2 Building long-term relationships with customers
- 3 Helping customers to resell products to the public
- 4 Developing the company's overall sales strategy

[1]

QUESTION 57

Natalie is a salesperson for Microsoft. When selling her products, she usually indicates to her customers how other organisations have successfully used those products. Natalie is using

- 1 case histories
- 2 numerical data
- 3 expertise
- 4 guarantees

[1]

QUESTION 58

_____ is defined as "a specific geographical area assigned to a salesperson with all its present and potential customers"

- 1 Geographic segmentation
- 2 Sales region
- 3 Sales territory
- 4 Market coverage

[1]

QUESTION 59

Jennifer is a salesperson who pays certain individuals to provide her with leads. Which prospecting technique is Jennifer making use of?

- 1 cold calling
- 2 networking
- 3 spotters
- 4 centre of influence

[1]

[TURN OVER]

QUESTION 60

Which **ONE** of the following options **BEST** represents the **CORRECT** sequence of the steps in developing a sales compensation plan?

- 1 review the job description, set plan objectives, establish the level of compensation, choose a method of compensation, implement the plan
- 2 review the job description, establish the level of compensation, choose a method of compensation, set plan objectives, implement the plan
- 3 set plan objectives, review the job description, establish the level of compensation, choose a method of compensation, implement the plan
- 4 set plan objectives, choose a method of compensation, establish the level of compensation, review the job description, implement the plan

[1]

QUESTION 61

Which **ONE** of the following refers to a characteristic of personal selling?

- 1 personal selling involves dyadic communication
- 2 personal selling involves one-way communication
- 3 personal selling is inflexible
- 4 personal selling requires low costs

[1]

QUESTION 62

Mr du Toit, the Sales Manager of HP printers, is establishing the sales probability of the new territory in order to determine his company's foreseen market share. Which step of designing the sales territory is he involved in?

- 1 Establish the basic geographical area
- 2 Establish the market potential for each area
- 3 Assign territories to salespeople
- 4 Combine areas into territories

[1]

QUESTION 63

Which **ONE** of the following options **BEST** represents the **CORRECT** sequence of the steps in planning the sales call?

- 1 set objectives, develop a customised sales presentation, gather information, develop a customer profile
- 2 develop a customer profile, gather information, set objectives, develop a customised sales presentation
- 3 gather information, develop a customer profile, set objectives, develop a customised sales presentation
- 4 set objectives, gather information and develop a customer profile, develop a customised sales presentation

[1]

[TURN OVER]

QUESTION 64

A company that provides 2% discount if an account is paid within ten days is providing a _____ discount to its customers

- 1 cash
- 2 functional
- 3 quantity
- 4 allowance

[1]

QUESTION 65

If Makro agrees to buy products from a company **only** if that company also buys from them, Makro is engaging in

- 1 favouritism
- 2 moonlighting
- 3 cooking the books
- 4 reciprocity

[1]

QUESTION 66

Jerry, a salesperson at Audi, explains to the customer that the new Audi A4 is available in metallic colours. He goes on to show the customer the colour chart from which the customer can make a choice. Which **ONE** of the following options **BEST** represents Jerry's knowledge of the product?

- 1 Knowing the benefits of the product
- 2 Knowing the performance data of the product
- 3 Knowing the physical characteristics of the product
- 4 Knowing how the product is selling in the market

[1]

QUESTION 67

At the end of his presentation, Craig, a cell phone salesperson, asks the prospect if he/she will be available to accept delivery in a week's time. Since the prospect had not agreed to purchase yet, it appears that Craig is using a(n) _____ as closing technique

- 1 direct request
- 2 benefits summary
- 3 alternative choice
- 4 assumptive

[1]

[TURN OVER]

QUESTION 68

Max is persuaded by Kodak's sales force to purchase the M550 digital camera. Since Max has bought the product, he has not received a phone call or e-mail from Kodak, and has not had any other form of contact with Kodak yet. What level of relationship marketing is Kodak focused on?

- 1 transaction selling
- 2 partnering selling
- 3 relationship selling
- 4 classical direct selling

[1]

QUESTION 69

Thobeka, a salesperson for a cosmetic company, gets paid a fixed amount of R20 000 every month and earns an extra amount based on the number of units she sells each month. This is an example of which type of compensation method?

- 1 straight salary
- 2 salary and commission
- 3 fringe benefit
- 4 straight commission

[1]

QUESTION 70

Which **ONE** of the following options **BEST** represents the **CORRECT** sequence of the communication process?

- 1 encoding, sender, decoding, presentation, receiver, reaction, feedback
- 2 sender, encoding, decoding, presentation, receiver, feedback, reaction
- 3 encoding, decoding, sender, receiver, presentation, feedback, reaction
- 4 sender, encoding, presentation, decoding, receiver, reaction, feedback

[1]

TOTAL FOR SECTION A [70]**[TURN OVER]**

PART 1 (GENERAL/ALGEMEEN) DEEL 1

STUDY UNIT (EENHEID) PSY100-X

INITIALS AND SURNAME
VOORLETTERS EN VAN

1

3

PAPER NUMBER
VRAESTELNOMMER

EXAMINATION CENTRE (E.G. PRETORIA)
EKSAMENSENTRUM (BY PRETORIA)

STUDENT NUMBER
STUDENTENOMMER

UNIQUE PAPER NO.
UNIEKE VRAESTEL NR

6

8

7

9

For use by examination invigilator
Vir gebruik deur eksamenopsiener

IMPORTANT

BELANGRIK

- 1 USE ONLY AN HB PENCIL TO COMPLETE THIS SHEET
- 2 MARK LIKE THIS
- 3 CHECK THAT YOUR INITIALS AND SURNAME HAS BEEN FILLED IN CORRECTLY
- 4 ENTER YOUR STUDENT NUMBER FROM LEFT TO RIGHT
- 5 CHECK THAT YOUR STUDENT NUMBER HAS BEEN FILLED IN CORRECTLY
- 6 CHECK THAT THE UNIQUE NUMBER HAS BEEN FILLED IN CORRECTLY
- 7 CHECK THAT ONLY ONE ANSWER PER QUESTION HAS BEEN MARKED
- 8 DO NOT FOLD

- 1 GEBRUIK SLEGS N HB POTLOOD OM HIERDIE BLAD TE VOLTOOI
- 2 MERK AS VOLG
- 3 KONTROLEER DAT U VOORLETTERS EN VAN REG INGEVUL IS
- 4 VUL U STUDENTENOMMER VAN LINKS NA REGS IN
- 5 KONTROLEER DAT U DIF KORREKTE STUDENTENOMMER VASTREK HET
- 6 KONTROLEER DAT DIE UNIEKE NUMMER REG INGEVUL IS
- 7 MAAK SEKER DAT NET EEN ALTERNATIEF PER VRAAG GEMERK IS
- 8 MOENIE VOU NIE

PART 2 (ANSWERS/ANTWOORDE) DEEL 2

1	2	3	4	5	36	37	38	39	40	71	72	73	74	75	106	107	108	109	110
6	7	8	9	10	41	42	43	44	45	76	77	78	79	80	111	112	113	114	115
11	12	13	14	15	46	47	48	49	50	81	82	83	84	85	116	117	118	119	120
16	17	18	19	20	51	52	53	54	55	86	87	88	89	90	121	122	123	124	125
21	22	23	24	25	56	57	58	59	60	91	92	93	94	95	126	127	128	129	130
26	27	28	29	30	61	62	63	64	65	96	97	98	99	100	131	132	133	134	135
31	32	33	34	35	66	67	68	69	70	101	102	103	104	105	136	137	138	139	140

Specimen only

MARK READING SHEET INSTRUCTIONS

Your mark reading sheet is marked by computer and should therefore be filled in thoroughly and correctly

USE ONLY AN HB PENCIL TO COMPLETE YOUR MARK READING SHEET

PLEASE DO NOT FOLD OR DAMAGE YOUR MARK READING SHEET

Consult the illustration of a mark reading sheet on the reverse of this page and follow the instructions step by step when working on your sheet

Instruction numbers ① to ⑩ refer to spaces on your mark reading sheet which you should fill in as follows

- ① Write your paper code in these eight squares, for instance

P	S	Y	1	0	0	-	X
---	---	---	---	---	---	---	---

- ② The paper number pertains only to first-level courses consisting of two papers

WRITE

0	1
---	---

 for the first paper and

0	2
---	---

 for the second. If only one paper, then leave blank

- ③ Fill in your initials and surname

- ④ Fill in the date of the examination

- ⑤ Fill in the name of the examination centre

- ⑥ WRITE the digits of your student number HORIZONTALLY (from left to right). Begin by filling in the first digit of your student number in the first square on the left, then fill in the other digits, each one in a separate square

- ⑦ In each vertical column mark the digit that corresponds to the digit in your student number as follows [-]

- ⑧ WRITE your unique paper number HORIZONTALLY

NB Your unique paper number appears at the top of your examination paper and consists only of digits (e.g. 403326)

- ⑨ In each vertical column mark the digit that corresponds to the digit number in your unique paper number as follows [-]

- ⑩ Question numbers 1 to 140 indicate corresponding question numbers in your examination paper. The five spaces with digits 1 to 5 next to each question number indicate an alternative answer to each question. The spaces of which the number correspond to the answer you have chosen for each question and should be marked as follows [-]

- ◆ For official use by the invigilator. Do not fill in any information here