AUTOMOBILE PARTS MERCHANDISING

EXAMINATION SCHEME

There will be two papers, Paper 1 and 2, both of which will be a composite paper to be taken at a sitting.

PAPER 1: Will consist of forty multiple choice questions all of which must be taken in 50 minutes for 40 marks.

PAPER 2: Will consist of two sections, Sections A and B. Both sections will last for 2 hours and carry 100 marks.

Section A: Will consist of three questions including a compulsory one and drawn on the technical part of the syllabus. Candidates will be required to answer two questions, including the compulsory one. The section will carry 40 marks.

Section B: Will consist of four questions based on the merchandising part of the syllabus. Candidates will be required to answer three of the questions for 60 marks.

SAMPLE QUESTIONS

PAPER 1

(OBJECTIVE)

1. Which of the following activities is not involved in merchandising?
   A. Buying
   B. Selling
   C. Manufacturing
   D. Packaging

2. Which of the following qualities is not required of an auto part seller?
   A. Trustworthiness
   B. Religiousness
   C. Dedication
   D. Discipline

3. Invoice is an evidence of
   A. cash sales.
   B. credit sales.
   C. hire purchase.
   D. unsold goods.
4. **Guaranty** in sales agreement means
   A. promise to repair.
   B. promise to sell.
   C. promise to replace.
   D. promise to buy.

5. Which of the following is **most** suitable for selling auto parts?
   A. Market stalls
   B. Trade fairs
   C. Door to door
   D. Websites

6. The quality of a product can be improved by
   A. adequate feedback to manufacturers.
   B. free gifts to customers.
   C. writing expiry dates on products.
   D. guaranty of claims.

7. Which of the following is an advantage of cataloguing? It helps to
   A. locate parts in a shop.
   B. attract additional customers.
   C. decorate the shop.
   D. advertise available models.

10. Which of the following statements are **correct**?
    The main types of suspension are
    (I) normal beam.
    (II) independent suspension.
    (III) torsion bar suspension.
    A. I & II only
    B. II & III only
    C. I & III only
    D. I, II & III

PAPER 2
(ESSAY)

1. (a) State **four** principles of maintaining auto-parts level. 8 marks
   (b) List and explain **four** qualities of a good auto-parts seller. 12 marks
2. (a) State **five** advantages of customer service.  
(b) Outline **five** ways to sell auto-parts.

3. (a) Differentiate between *selling* and *sales call.*  
(b) State **five** steps to sales calls.  
(c) Explain briefly **four** functions of a catalogue.

4. State **two** functions of **each** of the following:  
   (a) Crankshaft;  
   (b) Camshaft;  
   (c) Damper;  
   (d) Oil sump;  
   (e) Water pump.