

## 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 consists 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. 10 marks
- (b) Outline **five** ways to sell auto-parts. 10 marks
3. (a) Differentiate between *selling* and *sales call*. 2 marks
- (b) State **five** steps to sales calls. 10 marks
- (c) Explain briefly **four** functions of a catalogue. 8 marks
4. State **two** functions of **each** of the following:
- (a) Crankshaft;
  - (b) Camshaft;
  - (c) Damper;
  - (d) Oil sump;
  - (e) Water pump. 20 marks