



## **EBC\*L Examination Level B**

### **PART 1: Business Plan, Project Planning, Actual Analysis, Marketing and Sales**

Dear exam candidate,

Please complete the form below accordingly. By signing this form you hereby affirm that, this examination was written solely by yourself, without the help of any other person. You agree to have your data electronically recorded and processed and to electronic transmission of the results of your exam including other information relevant to EBC\*L certification.

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Title, first name, surname

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Address (postcode, town, street)

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Date of birth

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Daytime telephone number

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E-mail

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Date of exam

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Signature

Please use the provided answer sheets ONLY for your answers (Do not use the question papers). If you need any additional answer sheets, please refer to your invigilator.

Good luck!



**KNOWLEDGE QUESTIONS (4 points each)**

1. Name four points a business plan should contain.
2. Explain the term stakeholder value, using a locksmith's shop as an example.
3. Describe four factors that can be decided by the process of a competitive analysis.
4. Outline the objectives of a SWOT analysis.
5. Explain the structure of product life cycle analysis, illustrating it with the relevant chart.
6. Name four elements that are contained in a company's corporate design.
7. Using a boutique as an example, outline two possible price strategies.
8. Name two advantages that indirect selling has, over direct selling.
9. Explain what you understand by the term Customer Relationship Management (CRM). List two phases of CRM.
10. Name four essential features related to selling to a corporate customer compared to selling to a private customer.
11. What do you understand by an open-ended question? Give an instance of an open-ended questioning.
12. Explain the difference between objection and pretext.

Points



**COMPREHENSION QUESTIONS (6 points each)**

13. A fitness club is stretched to the limit and is badly in need of new membership subscribers. But the advertising budget is pegged at 2,000 euros due to its critical financial situation.
- Name and outline three communications or advertising measures the fitness club can adopt, under this circumstance.

14. A company is celebrating its 10th anniversary and plans to have a party to commemorate the event for its customers. But due to cost constraints the company can't afford to invite all 2000 customers and therefore has to limit the invitation to the most important clients.
- Create an ABC analysis, using two criteria to select the most important customers.

15. Mr Smith has wanted to attend a business management seminar for a long time. He runs into his boss in the corridor and seizes the opportunity to present his request. "Good that I meet you here. I've been longing for some time, to ask for your permission to attend a business seminar. The lecturer is a renowned expert, but the three-day course costs 2,000 euros." He argues to his boss.

The seemingly busy boss replies tersely. "I will deal with it, later", which simply connotes a refusal.

- a) Name and explain three mistakes from "salesmanship" point of view that Mr Smith made.
- b) Demonstrate how it would have been better presented.

Points



**CASE STUDY (14 points)**

A provider of training courses has at his disposal the following products, which he rates according to their market attractiveness and competitive strength. He uses the following points system for his rating:

Very good = 10 points

Very bad = 1 point

Product	Market Attractiveness	Competitive Strength
Business management	10	7
Sales course	8	2
Personality development	2	2
Computer training	2	10

Name 4 criteria that could be used to judge the market attractiveness.

Name 4 criteria that could be used to judge the competitive strength.

Create a portfolio analysis for the training courses provider and divide the products into the respective product portfolio categories (name the categories).

From the portfolio analysis, draw conclusions for the company's product policy.

Points