



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business and Social Studies***

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF BUSINESS ADMINISTRATION  
BACHELOR OF COMMERCE  
(VIII, SI)

**BMK 4302 SALES MANAGEMENT**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: FEBRUARY 2015**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

***This paper consists of Two printed pages***

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**QUESTION 1 (Compulsory)**

- a) In your own opinion and assessment from the case study is Dan a good sales representative? **(6 marks)**
- b) What would be the effect of getting rid of Dan from the Company through early retirement? **(8 marks)**
- c) As a Sales Manager, what would you do to motivate Dan so that he continue being useful to the company? **(10 marks)**
- d) What would be the effect of hiring a young sales representative to succeed Dan? **(6 marks)**

## QUESTION 2

- a) The expert opinion is one of the common sales forecasting techniques. What reasons could account for its popularity. **(10 marks)**
- b) Briefly explain the major roles of a sales manager in modern organization in Kenya. **(10 marks)**

## QUESTION 3

- a) Sales representatives are happy working on a salary but sales managers would prefer that sales representatives be on commission pay method. Justify the standpoint of the sales managers in the pay method. **(10 marks)**
- b) Explain the major prospecting techniques that could apply in Mombasa in a large company dealing in building tiles. **(10 marks)**

## QUESTION 4

- a) Why would some sales managers organize the organization's sales efforts on a geographical basis? **(10 marks)**
- b) In what ways would a sales manager deal with sales staff who have plateau? **(10 marks)**

## QUESTION 5

- a) Field sales training is one of the most difficult yet very critical solutions to sales force performance. What activities would be included in a normal field training schedule for sales staff? **(10 marks)**
- b) Probationary employment offers better prospects to sales force selection than interviews, Justify. **(10 marks)**