



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT
**UNIVERSITY EXAMINATION FOR THE DEGREE OF:
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT**

(BSTM S14/J &S-FT)

BMK 4301: SALES MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date **DECEMBER 2016**

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt **Choose** instruction.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Establish the goals and objectives of sales management department. (8mks)
- b) Briefly describe the development of sales and marketing. (10mks)
- c) As a professional sales agent of a new tour company in town, you have been sent by the marketing manager to initiate a business contract with hotels for supply of clients for a commission. Explain how you will go about this. (12mks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Determine the attributes of a successful sales professional (10mks)
- b) One role of a sales person is to prospect for new customers, briefly explain various ways in which one can select the right prospect. (10mks)

QUESTION THREE

- a) Explain four job specifications that a sales professional must possess in order to be considered for recruitment (8mks)
- b) Identify and describe six sources of recruitment available for business organizations. (12mks)

QUESTION FOUR

- a) Briefly explain the concept of ethics (2mks)
- b) Assess four ethical issues faced by sales professionals in an organization. (8mks)
- c) Establish ways in which sales professionals can protect their customers. (10mks)

QUESTION FIVE

Discuss the emerging trends that have shaped sales management in today's business world. (20 Marks)