



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF COMMERCE

BACHELOR OF BUSINESS ADMINISTRATION

BMK 4302 : SALES MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date Dec 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 question ONE (Compulsory) and any other TWO questions.

This paper consists of two printed paper

Do not write on the question paper.

Mobile phones are not allowed in the examination room.

Question one (compulsory)

- a) Discuss the qualitative factors considered by sales managers when evaluating the sales people. **(10 marks)**

- b) As a sales manager of Tom Company you are training your sales people on how to plan their sales journey in a territory. With an aid of a diagram/table show them how to design a journey plan on the structure of a territory. **(10 marks)**

- c) Explain to the management the benefits of using management by objectives (MBO) in setting sales targets for your sales team. **(10 marks)**

Question two

- a) Discuss the basis used in organizing the sales department. **(10 marks)**
- b) Discuss the key roles carried by sales managers in their organisations. **(10 marks)**

Question three

- a) Sales managers are normally many kilometers away from their sales teams. Explain the factors they considering when assessing their performance on the grounds. **(10marks)**
- b) As a sales manager of Kambi Indogo Company you are designing training programme for your team. Discuss the components of your training programme. **(10marks)**

Question four

- a) Explain the dangers of compensating the sales people by using straight commission **(10marks)**
- b) Explain the importance of an interview in the recruitment process **(10marks)**

Question five

- a) Write short notes on each of the following
- i) Sales territory **(5marks)**
 - ii) Quarterly sales reviews **(5marks)**
 - iii) Missionary selling **(5marks)**
 - iv) Non selling jobs **(5marks)**