



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) Sales jobs are much more challenging and different from other jobs in the organisation.
Discuss the factors that made this so much. **(10 marks)**
- b) Explain the dangers of compensating sales people through fixed salary. **(10 marks)**
- c) Explain circumstance lead to the development of selling as apart of the marketing pattern.
(10 marks)

Question two

- a) Sales managers normally organize quarterly sales meeting for receiving reports from the sales members from the field. Discuss the purpose for such meetings. **(10 marks)**
- b) Sales people are normally regarded to be some of the most privileged people in the organizational despite their level in the organizational structure. Explain the reasons behind this. **(10 marks)**

Question three

- a) Discuss some of the non-selling jobs being carried out by sales people. **(10marks)**
- b) Sales people are normally said to be having identity conflict. Explain the circumstances that lead to this. **(10marks)**

Question four

- a) Sales people normally travel long distances spending days from home and family. This couples with rude customers make their work to be very tough. It this calls for a lot of motivation for them to achieve their goals. Explain the factors that are normally considered when motivating the sales people. **(10marks)**
- b) As a sales manager, explain to the management why you are proposing to set a side one third (1/3) of your budget on training. **(10marks)**

Question five

- a) As a sales manager of KTM Company you are intending to recruit 6 more sales people to join your team. Explain to the management the benefits of using an interview as a method of identification of the right persons. **(10marks)**
- b) As a marketing consultant, you have been contracted by TQM to advise them on how best it can organize its sales department, you have proposed a geographical departmentalization. Justify. **(10marks)**