



TECHNICAL UNIVERSITY OF MOMBASA

BMK 4302 SALES MANAGEMENT

QUESTION ONE

- a) Explain how the concept of selling was developed into the marketing pattern **(10marks)**
- b) Explain the dangers of compensating sales through commission only **(10marks)**
- c) Salespeople are normally considered to be some of the few privilege employees in the organization despite their levels in the structure of the organization. **(10marks)**

QUESTION TWO

- a) Discuss the qualification method used by sales managers to evaluate the performance of salespeople on the ground. **(10marks)**
- b) Salespeople need high degree of motivation so as to be able to perform effectively. Explain some of the factors that are normally considered in doing this. **(10marks)**

QUESTION THREE

- a) Training is a key component in managing sales team. A sales manager justify to the management why you have factored ksh 5 million for training in your budget **(10marks)**
- b) As a salesperson you have been allocated a sales territory which is partly slums and partly upper class residence. With aid of a diagram design your sales journey plan in the territory and explain the importance of the journey plan. **(10marks)**

QUESTION FOUR

- a) A sales manager of ABC Company you are planning to recruit five (5) more salespeople to join your team. Explain the reasons for using interview as one for the means of identify the people you need.

(10marks)



- b) Explain the benefits of using management by objectives in setting sales targets with your sales team. **(10marks)**

QUESTION FIVE

- a) Discuss the basis of organizing the sales people **(10 marks)**
- b) As a sales manager of Kambi Kubwa LTD you are planning to recruit a sales manager. Discuss the key functions that he will be expected to carry out that will appear in his job description. **(10marks)**

