



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN SALES MANAGEMENT

Type unit code: **BMK 2204 SALES MANAGEMENT**

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date Select Month Pick Year

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.

Do not write on the question paper.

Question ONE

- Explain the reasons behind the increase in selling activities in Kenya (10 marks)
- List any five advantages of sales promotion (10 marks)
- State the common bases for structuring the sales effort (10 marks)

Question TWO

- Explain how you would help a firm to achieve efficiency and effectiveness through motivation and compensation of a sales force (10 marks)
- Explain the major steps in sales force management (10 marks)

Question THREE

- a) List the purposes of sales organization (10 marks)
- b) Explain the importance of recruitment and training of salespeople (10 marks)

Question FOUR

- a) Explain the following terms in Sales management (10 marks)
 - i. Product orientation (2marks)
 - ii. Recruitment (2marks)
 - iii. Personal selling (2marks)
 - iv. Prospecting (2marks)
 - v. Motivation (2marks)
- b) Explain the reasons for territory planning (10 marks)

Question FIVE

- a) State five roles of sales people in a Cement manufacturing Firm in Kenya (10 marks)
 - i. Explain the differences between sales force composite and field sales manager composite in sales forecasting (4 marks)
 - ii. Explain the reasons for sales budgeting (6 marks)