SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN SALES & MARKETING

BMK 2204: SALES MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES:AUGUST2019

TIME:2HOURS

DATE: Pick Date Select Month2019

Instructions to Candidates
You should have the following for this examination
-Answer Booklet, examination pass and student ID
This paper consists of Choose No questions. Attempt Choose instruction.
Do not write on the question paper.

Question ONE

a) Describe any five qualitative factors used in monitoring the performance of sales people (10 marks).

b) Explain the following methods that sales organizations use to forecast their sales:

    i. Jury of executive opinion (4 marks)

    ii. Regression and correlation analysis(4 marks)

    iii. Scenario method (4 marks)

c) State the disadvantages facing an organization adopting a tall sales structure (8 marks).

Question TWO

a) Write brief notes on the following:

    i.   Sales Quotas (3marks)

    ii.   Sales incentives (3marks)

    iii.   Sales calls (2 marks)

b) Describe the principles that guide organizations in coming up with an appropriate sales organization.(10 marks)

Question THREE

a) Define the following types of sales force training:

i) On- the- job training (4 marks)

ii) Decentralized training (4 marks)

b) Briefly describe four psychological influences to consumer behavior (12 marks)

Question FOUR

a) i)   State Maslow's hierarchy of needs theory (5 marks)

    ii)   How does it explain the motivation behavior of sales people.(5 marks)

b) Discuss the factors sales managers consider in setting sales quotas for their sales representatives. (10 marks)

Question FIVE

a) Describe the broad category of factors used to motivate sales people (10 marks)

b) Highlight five non-selling activities used to evaluate the performance of sales people (10 marks)