



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR THE:

BACHELOR OF BUSINESS ADMINISTRATION /

BACHELOR OF COMMERCE (Y3S2)

BMK 4302: SALES MANAGEMENT

END OF SEMESTER EXAM

SERIES: AUGUST 2019

TIME: 2 HOURS

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Answer question ONE (compulsory) and Attempt **Two** Questions.

Do not write on the question paper.

SECTION A (COMPULSORY) 30 MARKS. ANSWER ALL QUESTIONS

QUESTION ONE

- a) Explain how the concept of selling was development into the marketing pattern. **(10marks)**
- b) Explain the dangerous that are normally faced when compensating sales people through straight salary. **(10marks)**
- c) Explain some of the non-selling jobs that are normally done by the sales people. **(10marks)**

SECTION B: ATTEMPT TWO QUESTIONS

QUESTION TWO

- a) As a sales manager of ABC Co. Ltd Explain to the management the justification of allocating 10million shillings for training staff in your budget. **(10marks)**
- b) Explain some of the qualitative factors considered when evaluating sales people. **(10marks)**

QUESTION THREE

- a) Explain the importance forecast of setting sales goals for each sales person at the beginning of each year cycles. **(10marks)**
- b) Explain the benefits of journey planning by a sales person in a sales territory. **(10marks)**

QUESTION FOUR

- a) Discuss the basis of organization the sales team. **(10marks)**
- b) Explain the factors that should be taken into account by a salesperson when preparing to meet a client. **(10marks)**

QUESTION FIVE

Write brief notes on each of the following

- | | | |
|-------|------------------------|-----------------|
| (i) | Sales concept | (4marks) |
| (ii) | Sales territory | (4marks) |
| (iii) | Congestive distance | (4marks) |
| (iv) | Sales quota | (4marks) |
| (v) | Qualitative objectives | (4marks) |