



# TECHNICAL UNIVERSITY OF MOMBASA

## *Faculty of Business & Social Studies*

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

### **BMK 4301: SALES MANAGEMENT**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2014

**TIME:** 2 HOURS

#### **INSTRUCTIONS:**

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

***This paper consists of Two printed pages***

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#### **SECTION A (Compulsory)**

##### **QUESTION 1**

- a) Explain the meaning of salesmanship and highlight the reasons for the existence of sales persons. **(8 marks)**
- b) Using relevant examples, discuss any **FIVE** responsibilities of sales representatives. **(10 marks)**
- c) A sales person should learn the fundamentals of selling and master them in order to achieve the best results. This calls for the sales persons to have the necessary qualities for the job. **(12 marks)**

**SECTION B (Answer any TWO questions)**

**QUESTION 2**

Personal selling is different from other marketing tools such as advertising and sales promotions. Personal selling is targeted at an individual prospect and develops relationships. Discuss any **FIVE** advantages and **FIVE** disadvantages of personal selling over other methods of market communication.

**(20 marks)**

**QUESTION 3**

Many sales presentations end up without any results due to improper planning of the sales presentation and lack of measurable results. It is always better to have a list of objectives that the sales person want to achieve.

a) Briefly explain any **FIVE** objectives you would lay out for your sales presentation. **(10 marks)**

b) Having prepared your presentation documents and slides this time for you to understand how to carry on with the presentation process. Elaborate any **FOUR** presentation methods a sales person can utilize. **(10 marks)**

**QUESTION 4**

Taking care of employees is an important task for any company. The job of the employee must be promising for his/her career growth and if not the employee might leave the company. The job characteristic model explain **FIVE** important factors which would explain about the job. Discuss.

**(20 marks)**

**QUESTION 5**

a) The Sales Manager has to be clear about the objectives he/she wants to achieve through the evaluation and monitoring process. Monitoring process may vary from company to company, but all the monitoring processes have some common guidelines. Elaborate. **(10 marks)**

b) To determine the performance of your sales force, as a Sales Manager you will make use of both qualitative and quantitative factors. Explain them. **(10 marks)**