



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN SALES AND MARKETING

BMK 2206: SALES MANAGEMENT

END-OF-SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: APRIL 2025

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

Read the following case study and answer the questions that follow:

OptiTech Solutions is a mid-sized company selling office automation equipment (printers, scanners, etc.). Despite having a strong product line, their sales have declined by **15%** over the past year. The sales team struggles with inconsistent processes, poor lead conversion, and weak customer retention. The company attributes the sales decline to the following;

1. Unstructured Selling Process – Sales reps skip steps like prospecting or follow-ups, leading to lost deals.
 2. Poor Sales Management – No clear targets, training, or performance tracking.
 3. Low Customer Retention – After-sales service is weak, causing repeat business to drop.
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- a) OptiTech's reps often jump straight to product demonstration without qualifying leads. Explain the steps of the selling process are they missing, and why are these steps critical? (8 marks)
 - b) The sales manager lacks a structured approach. Identify four functions of sales management that could help organize the team better. (8 marks)
 - c) OptiTech's CEO says, "We don't need a formal sales structure." Argue two reasons why a sales organization is essential for them. (4 marks)
 - d) Customers often say, "Your equipment is too expensive." Suggest one technique the sales team could use to handle this objection effectively. (4 marks)

- e) How could improving post-sale follow-up help OptiTech increase customer retention? Provide one specific action. (4 marks)
- f) Explain how selling activities contribute to business growth. (2 marks)

Question TWO

- a)
 - i) Explain the term personal selling.
 - ii) Discuss five relevant situations of personal selling. (12 marks)
- b) A sales territory comprises a group of customers or a geographical area assigned to a salesperson. Elaborate on the reasons that justify the establishment of a sales territory. (8 marks)

Question THREE

- a)
 - i) Define recruitment.
 - ii) Briefly discuss the recruitment process. (12 marks)
- b) Discuss four methods used to improve sales-force productivity. (8 marks)

Question FOUR

- a) Elaborate on five factors that influence compensation decisions for salespeople. (10 marks)
- b) Discuss the common problems encountered in territory management within sales organizations and propose effective remedies for each. (10 marks)

Question FIVE

- a) The non-financial incentives have become an important component of the motivation of the sales people. Explain five of these tools. (10 marks)
- b) Oramo Corp, a leading electronics company, recently launched a new line of smart tech devices. To boost sales and encourage their sales team to actively promote these products, the company introduced a month-long sales contest. The contest offered cash bonuses and gift rewards to top-performing sales representatives. Explain five benefits that the company would derive from such sales contests. (10 marks)